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1989 Growth Rate of Public Firms Is Slowest in Five Years

Profitability of publicly traded publishing companies plunged in 1989, according to a sampling conducted by investment bankers Veronis, Suhler and Associates. Deep operating income declines at two of the companies in the study, Harcourt Brace Jovanovich and Paramount—which together accounted for 30.3% of the combined revenues—contributed in large part to the gloomy figures. Although revenues of the two firms rose 7%, their operating incomes fell $318 million, from $325.7 million in 1988 to only $7.7 million in 1989.

These figures appear in the recently released analysis of 25 publicly reported companies in Veronis, Suhler's eighth annual Communications Industry Report (1985–1989).

Public companies posted combined revenues for 1989 of $7.3 billion, an 7.6% gain, well below the 12.8% compound annual revenue growth rate for the 1985–89 period. [The "adjusted" total (see box) removes figures for the four asterisked companies, which had no figures in several years.]

If HBJ and Paramount are excluded, the operating income for the remaining 23 companies declined only slightly, by $4.7 million, or 0.9%.

Veronis, Suhler estimates that revenues of the 25 publicly traded companies accounted for about 75% of total public and private U.S. book publisher revenues in 1989. [There are no figures for HarperCollins, whose numbers were not broken out by parent News Corporation in 1989.)

25 Companies and How They Grew

	COMPANIES	'89 Revenue ($ mil.)	'89 Growth (%)	'85-'89 Compound Annual Growth (%)
1	Berkshire Hathaway (World Book)	338.4	0.1	NA
2	Educational Development Corporation	3.9	21.6	10.3
3	Goodheart-Willcox	9.4	25.2	8.9
4	Harcourt Brace Jovanovich	885.7	2.0	18.4
5	Houghton Mifflin	404.4	9.8	9.9
6	*Maxwell Communication Corporation (Macmillan)	759.9	107.3	NA
7	MCA (G.P. Putnam's Sons, Berkley Publishing Group)	189.4	7.7	8.2
8	McGraw-Hill	499.6	10.2	10.7
9	Thomas Nelson	59.4	20.9	6.3
10	Paramount Communications (Simon & Schuster, Prentice-Hall)	1,319.8	10.6	13.4
11	*Pearson (Penguin, Addison-Wesley)	1,089.1	26.5	NA
12	Plenum Publishing	47.6	9.1	6.6
13	Price/Stern/Sloan	41.0	-27.4	11.7
14	Quarto Group	59.2	70.7	50.9
15	*Reader's Digest Association	1,086.2	6.8	NA
16	*Reed International	636.4	23.2	NA
17	William H. Sadlier	19.3	15.0	1.9
18	Scholastic Corporation	374.6	25.0	20.1
19	Senior Service Corporation	8.8	48.0	NA
20	Time Warner (Time-Life Books, Little, Brown, BOMC)	1,148.0	11.5	14.3
21	Times Mirror	960.3	11.9	16.9
22	Torstar (Harlequin)	265.3	-5.3	10.0
23	Waverly Press	62.8	13.4	14.4
24	Western Publishing Group	365.9	-14.4	15.3
25	John Wiley & Sons	209.5	7.3	6.0
	GROSS TOTAL	**10,843.9**	**13.9**	**27.5**
	ADJUSTED TOTAL	**$7,272.3**	**7.6%**	**12.8%**

Based on Veronis, Suhler & Associates' Communications Industry Report.

S & S Launches Literacy at Work Program

Simon & Schuster and the National Alliance of Business, which was founded in 1968 to link businesses with education, labor, government and civic groups in an effort to help the disadvantaged gain employment, have joined forces to develop literacy on the job.

The centerpiece of the partnership is *Literacy at Work: The Workbook for Program Developers*, a new handbook published by Simon & Schuster Workplace Resources. It focuses on the "functional context" approach, originally developed by the U.S. military, which provides literacy instruction by using actual job materials and procedures. The approach emphasizes "learning in order to do rather than learning to know," said Benita Somerfield, president of S & S Workplace Resources.

NAB will offer seminars for corporate personnel on training and curriculum writing; it has also prepared a marketing kit that outlines the benefits of the program for senior executives.

Time Warner Also Acts

In another literacy action by a media company, Time Warner has joined with the United Nations Association of the USA and the Weyerhaeuser Family Foundation in sponsoring a national literacy conference at the United Nations on Dec. 3.

Fifteen national literacy organizations will take part in the conference, which will include seminars on combating illiteracy and is expected to draw 500 participants.

Time Warner's Time to Read, a not-for-profit program started in 1985 to assist functional illiterates, now operates at 66 sites in 14 states. The company also provides 250,000 free subscriptions for *Sports Illustrated for Kids* to students in 1350 schools in low-income neighborhoods.

Simon & Schuster to Pay Freelancers Caught in Silver Burdett Dispute

Simon & Schuster has apparently decided to pay the 35 freelancers caught in a dispute between its subsidiary Silver Burdett and Kipling Press, a children's book packager.

The dispute centered on $34,000 owed to 35 freelance editors, proofreaders, photo researchers and copy-editors who worked on a series of Civil War and civil rights biographies contracted for by Silver Burdett through Kipling Press. Silver Burdett claimed the debt was Kipling's responsibility, while Kipling Press blamed the debt on what it charged were Silver Burdett's excessive editorial demands (News of the Week, Sept. 21).

Marcia Newfield, one of the freelance editors, said most of the workers had received a letter and payment from John Sargent, publisher of Simon & Schuster's children's book division. In the letter Sargent notes that Silver Burdett's transfer into the children's book division made him aware of the problem. Sargent writes, "It is clearly their [Kipling Press's] responsibility to compensate you, but I do not think it is fair that you remain unpaid."

Newfield said, "We appreciate that Sargent has gone out of his way to repair the relationships between Silver Burdett and the people who worked on those books. We feel vindicated."

Newfield also noted that the National Writers Union, invited by the freelancers to represent them, had informed Sargent and Simon & Schuster that it had sent 75 letters to schools and libraries urging them to refrain from purchasing the books until the workers were paid.

In Reversal, Books Are Now Banned Under Iraq Trade Embargo

U.S. book publishers who thought they could still ship books to Iraq and Kuwait despite the United Nations embargo against trade with those two nations are now incorrect, according to the U.S. government.

After Iraq invaded Kuwait, the U.N. adopted an embargo against trade with both nations, and the U.S. government followed suit with an executive order that has the force of law barring U.S. commercial ventures from doing business there.

But the original executive order, dated August 2, said books and medical supplies were exempted from the embargo, and trade could continue in those areas. That was in accord with U.S. policy in previous embargos. Later, however, the government issued a new executive order stating that the first was incorrect, that under the U.N. embargo, informational material such as books was included in the ban.

The Association of American Publishers contacted the State Department to ask for a clarification of the contradictory orders. AAP President Nicholas Veliotes said the association finally received word at the end of October that the U.N. embargo did indeed ban shipments of informational material and that the U.S. government was obligated to comply with it.

The final decision on U.S. executive orders rests with the Office of Foreign Assets Control in the Treasury Department. Veliotes added, however, that the State Department said it would ask the United Nations that books be exempted from the embargo. —H.F.

AAP Sales Report for September

Category	% change, September	% change, YTD
Adult hardcover	2.9	5.5
Adult paperback	-17.7	6.9
Juvenile hardcover	12.3	19.1
Juvenile paperback	-12.9	20.7
Univ. pr. hardcover	-12.9	5.2
Univ. pr. paperback	1.9	16.7
Bibles, etc.	-16.2	6.8
Mass market paperback	19.4	10.2
Book club	3.2	0.3
Mail order	-31.9	-15.4
Sci-tech	9.0	9.7
College texts	3.4	7.2
School texts	9.4	3.5

Percent changes measured against same time periods, 1989.

200 Minority Publishers Confer, Consider 'Incubator' Project

With three weeks to go before the first conference of the Minority Publishers Exchange on "Networking for Success," conference chair Charles Taylor had to wonder whether it was possible for only 11 conferees to network in any meaningful sense. But then Taylor witnessed what he called "a miracle"—a sudden, 11th-hour barrage of reservations.

Lured to the Inn on the Park Hotel in Madison, Wis., by the prospect of three days of swapping stories, tips and business cards, 200 independent publishers of color met October 18–21 to take in 18 workshops on marketing, distribution, and special topics, and to help launch the MPE as an international association. (One item on the agenda: a possible name change.) They also came, Taylor hoped, as potential tenants in the nation's first publishers of color "incubator," a building in Madison in which rent, equipment, graphic art services and mailroom services could be shared.

Taylor, who owns Praxis Publications, said the conference grew out of a concern that publishers of color faced many obstacles in getting their books marketed and distributed. That view was echoed by keynoter Nicolas Kanellos, founder and director of Arte Publico Press, the oldest and largest publisher of U.S. Latino literature, who spoke vividly about the "ideological, structural and business barriers" to minority publishers. "There's no question that the commercial publishing industry is bigoted and chauvinistic," he remarked to the small but responsive group of conferees. "They are not concerned with quality, and they are not concerned with equality, or demographic representation. Quality, to the big houses, means marketability, profitability."

Where many in attendance used the image of a closed (or nearly closed) door to describe the reception given them by commercial publishers, Rennie Mau of Family Media Publishing, an audiotape publisher in Sebastopol, Calif., said his Asian-American counterparts called it "The Great Wall." "The most frequent question I'm asked is how long have I spoken English," said Mau, who is of Hawaiian descent. "And I've been here for four generations."

James Peebles, founder of Winston-Derek Publishers

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SALES OFFICES

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FAX-(212) 463-6653
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PRODUCTION MANAGER
Marina Paruolo *(212) 463-6867*

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MIDWEST
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80 Rue des Saints Peres
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TELEX: *205735 F ECOLOIS*

GERMANY
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Cahners Publishing Ltd.
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ITALY
Suzanna Zevi *[illegible]*
Agenzia
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Publishing for Literacy

The national illiteracy crisis, increasingly recognised by Washington and the private sector, offers great opportunities for houses that can offer new approaches

BY BARBARA PRETE

Since *PW*'s last special report on the subject in 1985, the state of literacy in America has been recognized as a national crisis. Five years ago, there was comparatively little awareness that a problem existed; today, a major literacy bill still promises to emerge from Congress as legislation (see p. 34). And where there were formerly but a handful of companies publishing for the literacy market, there are now more than 200.

Two major developments within the past five years have brought the issue to the headlines and heartlands. First is the First Lady's active commitment to the concept of family literacy (see *PW*, "Family Literacy," May 25). The second is more disturbing—a corporate America facing increasing competition from abroad but lacking the educated, technically skilled work force it needs to meet the challenge. Former Secretary of Labor Elizabeth Dole summed up the problem: "The basic skills of our work force are eroding at an alarming rate. Many of our workers are unready for the new jobs and the new realities of the 1990s. We face nothing less than a work force crisis." This second development has brought workplace literacy to the forefront of a national education effort that is reaching out beyond traditional resources for solutions.

***Corporations** offer widespread literacy programs.*

The figures: The Business Council for Effective Literacy (BCEL) reports that 75% of the adults who will be employed in this country in the year 2000 are now at work. At present, 23 million of these people read at or below an eighth-grade level; within this group, an additional 11–14 million read at or below a fourth-grade level. While 40% of all new jobs created today are for people with low skills, this ratio is projected to fall to 27% by the end of the decade, when most new jobs will probably require some post-secondary education.

The population growth rate is expected to continue to decline, shrinking the pool of new young workers. Of those who do enter the work force, 80% will be nonwhites, immigrants and/or women—traditionally, the most disadvantaged and least-skilled parts of the population.

At present, there is no precise measure of what kinds of skills are necessary for specific entry-level jobs now or in the future, but it is becoming apparent that as technology advances, jobs that today require a middle level of skills will be among the least-skilled occupations by the end of the decade.

Much of the new attention on the national literacy crisis is focusing now on workplace literacy, for good reasons. The growing disparity between the rising educational requirements of employers and the educational level of the work force has already begun to hurt U.S. businesses. As they become more pressured by international competition and in turn pres-

***Photos** here and on p. 28 are from Time Warner.*

sure Congress and the government agencies for help, they are beginning to call for a national employment policy. Its purpose: to set goals and implement a system to retrain or upgrade underemployed, functionally illiterate adults. Without such a policy, BCEL's Gail Spangenberg believes, moving forward is all but impossible.

Defining the Challenge

Americans were shocked when Jonathan Kozol, in his 1985 bestseller *Illiterate America*, claimed that America was no longer first but 39th in literacy among the nations of the world. The public and private sectors responded by initiating studies to determine the extent of the problem. Results of many of these studies have been announced during the past few months, providing astonishing information. The literacy crisis—its range and depth—is turning out to be multiples greater than was suspected even a year ago. The news affects every segment of our society and bodes ill for the nation's economy. A sampling of recently released reports spells out some of the effects of illiteracy on the business community:

- "In companies ranging in size from 51–10,000 employees, 92% employ workers who lack solid basic skills. 70% of such companies do not provide any form of basic skills training."—Report of the Commerce Clearinghouse and the Society for Human Resource Managers, 1990.
- "Most companies are concerned about illiteracy among their workers and expect the problem to get worse. Most don't currently test for reading or math skills."—Conference Board Survey of 1600 manufacturers and service firms, 1990.
- "Only 16% of the nation's 500 largest manufacturing companies, 500 largest service firms, and 200 largest privately owned companies are satisfied with the educational level of new employees—and this after having to interview 7–8 applicants to find one acceptable for employment. Personnel directors claim that many of those hired require too much training to ever become effective."—A study conducted by the National Alliance of Businesses.

The intention of most of the major new reports is not to place blame but to offer hope and a new direction. Many of them recommend offering incentives to encourage private sector participation. One of the most significant of these reports, the Commission on the Skills of the American Workplace's "America's Choice: High Skills or Low Wages," concludes its list of recommendations: "Boldly executed, it [the implementation of these proposals] has the potential not simply to put us on an equal footing with our competitors, but to allow us to leap ahead, to build the world's premier work force."

The major challenge to America comes from abroad, according to this report. In preparing it, a prestigious group of corporate, union, education and government leaders examined the links between education and economics in Japan, Germany, Sweden, Denmark, Ireland, Singapore and the U.S.

"The foreign nations studied . . . insist that virtually all of their students reach a high educational standard. We do not. They provide 'professionalized' education to non-college-bound students to prepare them for their trades and to ease their school-to-work transition. We do not. They operate comprehensive labor market systems which combine training, labor market information, job search and income maintenance for the unemployed. We do not. . . . They have national consensus on the importance of moving to high productivity forms of work organization and building high wage economies. We do not."

By the year 2000, only one in four jobs will be low-skilled.

The report rejects mere maintenance of the status quo. Its recommendations include a new educational performance standard to be met by all students by age 16; a comprehensive system of technical and professional certification, with associate degrees for the majority of workers in all service and manufacturing occupations; incentives and assistance to employers, both to invest in further education and training of their workers and to pursue new advances in high productivity organization.

Echoing "America's Choice" is a report just released by Congress's Office of Technology Assessment and undertaken at the request of the Senate Labor and Human Resources Committee, the House Committee on Education and Labor and the Senate Finance Committee. Recommendations include training and technology assistance to benefit both the firm and the individual worker's career advancement. It would help firms set up training consortia; expand technical assistance to trade associations and other industry groups; consider a limited tax credit for private sector training; and phase in a payroll-based national training levy.

The literacy challenge is fostering much self-scrutiny and the promise of a new order. "From Gatekeeper to Gateway: Transforming Testing in America," by the National Commission on Testing, recommends that the whole enterprise of testing be overhauled and subjected to greater public accountability, and that "research and development" programs be expanded to create assessments that promote the development of all our people.

The Educational Testing Service (ETS) is two years into a three-year project to determine the skills most likely to be needed by the nation's fastest growing industries in the year 2000. Covering a range of functions in five specific entry-level jobs that are common to many work environments, the purpose of the study is to lay the groundwork for developing appropriate testing and instructional materials for banks, insurance companies, manufacturing, health care services, government and other concerns, large and small.

The Business Response

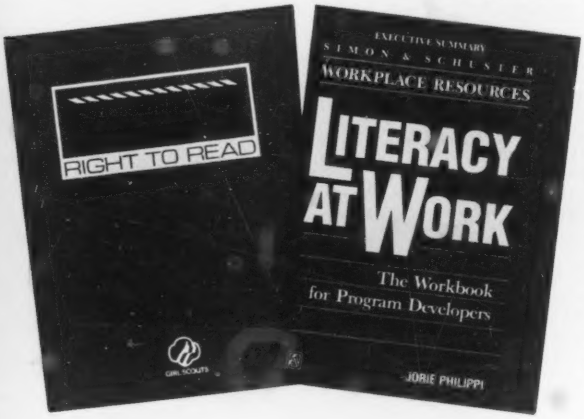
Although business has long invested in staff development, it has almost always concentrated on upper-line staff, ignoring lower-level employees' potential for advancement. As the extent of illiteracy in America, including its effects on business-as-usual, has become more apparent, corporations have offered widespread and varied responses. Every issue of BCEL's quarterly newsletter is chock-full of announcements of new corporate programs. Aetna, for example, is dealing with the work force crisis in the insurance industry by identifying an "alternate work force"—women who either have been out of the job market for some time or are poorly educated, minorities, unemployed youth and high school dropouts, disabled adults. Ana McCormack, director of the two-year-old program, explains the company's rationale: "We realized that if we worked with the changing job market demographics now, Aetna would be a more effective company in the years ahead."

Although a glance at the BCEL newsletter might give the impression that a bandwagon for literacy is on the move through corporate America, editor Gail Spangenberg says that most of the business community still sees literacy as a public responsibility.

Recognizing that government leadership is crucial, Mississippi governor Ray Mabus set up a Commission on Work Force Excellence. The group includes representatives from more than a dozen companies in the state. Charged with developing policies that would ensure the state's future competitiveness, it sought new ways for public and private sectors to work together. Following its recommendations, the Mississippi state legislature broke new ground when it approved a 25% tax credit to any employer providing basic skills services to help workers either function better in their jobs or advance within the company.

The Marketplace for Publishers

Literacy professionals agree that there is a large market for new adult education materials, and many describe the situation with a sense of urgency. Garrett Murphy, New York State director of adult education, warns that "if literacy is not a flash in the pan, if it is to continue to be important, we *must* be successful. Therefore, we need better ways to teach, and better materials." He defines three major literacy marketplaces:



First, there is the regular adult basic education market, for those seeking an elementary or secondary education. "Until two or three years ago, it was thought that the centrist view of teaching, in bite-size incremental pieces, would enable adult learners to make the necessary jump to generalizations. This is how we taught primarily, and it didn't work. So this approach is being challenged and seriously rethought.

"The second market focuses on a particular social or economic need. It can be as broad as that of the workplace, as specific as preparing to be a commercial driver. Now there is great interest in teaching by adapting instruction to the particular needs of the student. But it has its drawbacks. You can't always do it in a classroom with people of many different viewpoints, and some feel this contextual approach is just too functional and mundane, uninteresting and uninspiring. It needs work.

"The third and largest market is ESL (English as a Second Language). In many states at least half of federal and state money is spent here, a total of $500–$600 million." Murphy says that there is a tremendous need for ESL materials, and advises interested publishers to keep abreast of legislation and plan accordingly. "As immigration quotas rise with the new immigration bill, more and better ESL materials are required. And when you consider that the major reason for immigration is family reunification, it's family literacy materials that are needed. Then you've got to think about all these people needing jobs, that's workplace literacy materials."

Under the Welfare Reform Act, an increasing number of people will be enrolled in employment training programs. Education in basic skills is now a major component of the JOBS program, part of the Welfare Reform Act. Says Murphy: "A conservative estimate is that 60% of people in the JOBS program will need some form of basic skills assistance in order to move toward self-sufficiency. This was thought to be 20% until recently."

Judy Koloski is the executive director of the American Association for Adult and Continuing Education (AAACE), a private nonprofit service organization for professionals that has conducted marketing surveys. "We need solid materials in workplace and family literacy. A lot of expertise has been developed over the last four or five years, with enormous attention to workplace literacy programs. What is workplace literacy? Everybody's talking about it but few agree. What is the relationship of the family to the community, learning and reading? Publishers could become lobbyists for the basic research into these kinds of critical questions. They need people to buy books and they won't have people to buy books if even those that can read are aliterate." Koloski suggests publishers heed the civic need for literacy. "The ability of people to participate in democracy has diminished drastically. There is an enormous need to keep the undereducated generation informed about contemporary issues, so they can make decisions for themselves and their families. We need publishers to provide such materials. We've done a poor job laying out the issues that affect these people and their families—health, economics, the environment. As a result, we have children who find themselves victims because they have parents who don't know enough to help them."

Approaching the Market

Literacy professionals agree that endeavors in the field require a long-term commitment. They caution that the literacy market can't be merely dabbled in. Harvey Plotnick, president of Contemporary Books, is one trade publisher who, although lacking a background in educational publishing, has been very successful in this market. "Several publishers have entered the field and failed miserably, then called me to come work for them. It's not a difficult market to break into, it's just different." (See "Literacy Matters," *PW*, Oct. 12.)

Publishers and organizations have often entered the literacy field without a commitment to long-term investment, and without having done the research and development essential to success and profitability. The quick recycling of textbooks originally prepared for high school use or for other traditional adult educational uses is a much-cited example of this band-aid approach. Such materials have proven to be inappropriate for the new adult learners' interests, and the publishers therefore haven't earned the money they expected. "No one is served," says Koloski, who is widely considered one of the foremost leaders in the field. "Traditional adult education principles and materials can be useful, but just as a start. Grade levels are irrelevant to today's adult learners, and they need more than a high school diploma that's unrelated to a job. There's been too little attention given to anything other than basic skills. The great need out there is for printed materials and computer-based programs—a basic core, generic enough to cut across institutional settings but practical enough to be useful in each place."

John Lawrence, coordinator of the Council of State Directors of Adult Education, concurs. "Materials need to be developed that are more relevant to the particular clientele. Those of us who've worked with adults over the years see that the better materials are developed in a different light than K–12. Many editors are becoming more sensitive to this issue and are asking for input from those on the front line."

Literacy programs custom-designed to fit a particular company's needs have proven too costly to develop. Each such program would entail analysis of the company's goals and expectations, individual needs assessments of employees, job task analyses, in which jobs are broken down into specific tasks in order to arrive at the reasons why errors occur. Then a curriculum would be designed to teach the skills necessary to correct these mistakes, a lesson plan for teaching specific skills and, ideally, a way to measure gains and productivity. "It's time-consuming and expensive," says Koloski. Garrett Murphy adds, "Everyone thinks only of the skills necessary for entry-level or bottom-level employees. How about thinking about raising the niche of those employees to accommodate new technology and ways of doing business? It's a policy that U.S. industry is adopting from other countries. How to communicate with team members and work with the public are part of work force literacy now."

In sum, if we have 25 million illiterates and expect yet more, if poor and underdeveloped nations can become competition on the basis of our work force limitations, if our federal and state governments allocate more funds for literacy in related programs, and if new and better materials are now in critical demand, there are great opportunities for publishers, particularly in the work force area.

Publishers' Progress

The literacy market is market-driven. Editors and publishers ask the buyer what is needed. "Most ideas come from the field—from authors, teachers, adult ed directors—it's a new network," says Rick Spenser, for 21 years the director of sales at Cambridge Adult Education. "In the case of the Army, which has an education budget of $90–$100 million or more, our salesmen went from the top down of the Washington brass and asked what their needs were. Then we either offered a product or developed a product for them. When their biggest problem was people's inability to read manuals, Cambridge's biggest seller was a video. program. Now the Army has switched from video to computers." Ten years ago, there were only two companies in this area of the education business, Steck-Vaughn and Cambridge; now there are more than a dozen.

Another is owned by Leo Prybylowski, a former school teacher and

HEINEMANN The Whole Language House

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A book for parents, teachers, librarians on how to choose the right books for children ages 3-8.
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Learning from Inner-City Families
Denny Taylor & Catherine Dorsey-Gaines
We cannot assume that Black children in poverty are slated for failure and illiteracy. In this amazing book, Taylor and Dorsey-Gaines concentrate on families as educators who strengths support their children despite the encroachments of government agencies and social policies.
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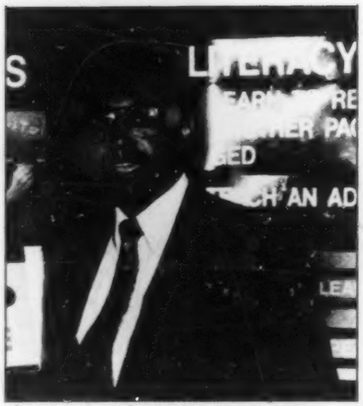
adult ed director in Morristown, N.J. He runs Comex Systems, a multimillion dollar company, with his wife and son. Comex produces video lessons, test reviews and research/study programs for the military, libraries and other institutions. According to Prybylowski, six-figure sales are not unusual. "We sell the most popular education program in the military—you can't go on a base without seeing it." Comex will soon be setting up a learning center in Saudi Arabia. Asked how he gets large military contracts, Prybylowski replies, "We market from the base up, never from the top down." It all started 15 years ago with clients telling Pybylowski, then an adult ed director, what they needed. "First it was a crying need for GED [high school equivalency] and other test reviews. Next, librarians were looking for a program to teach newcomers how to use the library, the card catalogue, etc. In each case a videotape series was produced and sold to a waiting market."


WKTV's Bill Williams developed a literacy series for television.

WKTV, one of the largest public TV stations in the world, is part of the state education department of Kentucky. In the late '60s figures showed that more than one third of the state's population did not have a high school education and, moreover, was functionally illiterate. KTV, even then known for its commitment to adult education, developed a series to improve literacy. Then, according to Bill Williams, director of marketing (and chairman of Literacy Volunteers of America), "We gave a copy of the program to every state adult ed director, free of charge. We broadcast it over the PBS system for one year, so others could tape it or whatever. That was how we validated the product of our $2 million investment." After that one year, the program could be aired only by license agreements. By then the demand was so great that KTV made back its money and then some, enough to invest in another series in 1985. This new set of programs was so successful that it is now being introduced in Spanish. At the end of its first year it will be brought out on video for business and industry. Williams expects another good return on investment.

Durkin Hayes Publishing of Canada, a company with $6 million in annual sales, found a niche in the market and produced its Read Along Audio Book series. The program, a favorite among adult literacy students, features tapes of well-known stars reading classic books and provides as well the word-for-word transcripts. Based on the educationally sound principle that the use of the spoken word in reading programs is effective in increasing comprehension and building fluency, the 51 titles sell well to libraries, high schools and literacy classes. Marketing rep Ghislaine Hewison reports that Read Along sales have increased by 10% annually since the line was introduced.

FEDERAL FUNDS FOR LITERACY 1990 (in millions)

Department of Education	
Even Start = Family Literacy	$ 24
Library Literacy	5.4
Student Literacy Corps	5.0
Family English Literacy Programs	5.0
Adult Basic ED (ABE)	158.0
McKinney Homeless	7.4
Nat'l. Workplace Literacy Literacy Program	19.7
National Demonstrations Programs	2.0
Total Department of Ed, excl. vocational education	235.0
Action Agency	
Vista Literacy Corps	3.0
Vista (may include include some $ for literacy)	N.A.
Department of Labor	
Most literacy funding in DOL comes via Job Training Partnership Act. It is difficult to separate out how much is for literacy. Best estimate is 5% of the $4 billion JPTA funding	200.0
Health & Human Services	
Family Support Act of 1988 JOBS Program (within Welfare Reform Act) includes free programs for recent immigrants—not necessarily literacy but related to citizenship	463.0

Source: Gail Spangenberg of BCEL

Jossey-Bass, the San Francisco-based educational publisher, prints 100 new titles per year and enjoys 30% growth annually. Literacy accounts for 15%–20% of this growth. Vice-president Alan Shrader sees a huge market in this country waiting to be tapped. "I think that most publishers are subject-centered and have shied away from literacy because it's too disparate. Jossey-Bass has built the company on a formula that makes sense of disparate markets. Our approach has always been to serve all the development needs of a market we've set our sights on. Right now we find it important to recognize the literacy practitioner—volunteer or whatever—as a professional and to publish for them, to help them develop their professional skills."

The nonprofit Literacy Volunteers of New York (see "Literacy Matters," Aug. 3) has begun publishing adaptations of trade books specifically tailored for the adult literacy market. According to Nancy McCord, LV-NY's publishing director, these books parallel another educational development, the whole language movement. "The books are aimed at integrating literature into the learning process." Observes McCord, "Most publishers already have books on their lists appropriate for this market. The many young adult series that include biographies, history, science and other nonfiction titles can be marketed to the new adult readers. Also there exist many adult trade books—biography, history and more—that are written simply. The market is there, the new readers are eagerly waiting for things to read."

The Co-Venture Approach

Partnerships among public and private, business and nonprofit sectors, are proving to be an efficient route to effective literacy publishing. "Co-ventures are the way into this market," says Benita Summerfield, president of Workplace Resources, a subsidiary of S & S. Her company joined the American Institute of Banking (AIB) to launch a curriculum that represents the nation's first industry-wide effort for entry-level employees.

It grew out of a special task force set up by the AIB, with assistance from the Business Council for Effective Literacy, to investigate on-the-job problems among commercial banks nationwide. With computerization and the accompanying proliferation of new products and services, as well as other market changes and developments, the traditional skills required of a banking employee had changed dramatically. Employee errors and shortcomings were affecting earnings.

When a survey was sent to 7000 member banks, 80% of the respondents reported that their employees had poor basic skills—tellers, for example, not able to balance their stations, entering wrong data, transposing decimal points, incapable of calculating interest because they don't understand percentages; customer service representatives unable to understand and interpret bank services and procedures because they can't read properly; others who use grammar incorrectly or are indifferent to customers.

After the new banking curriculum had been out less than a month, Workplace Resources reported sales to some 20 local banks and 30 local AIB chapters, and more than 300 banks had expressed interest.

A three-way partnership has been established among Berkley Publishing Group (New York), First Publishing (Chicago) and Classics Media Group (New York). Together they revived Classics Illustrated, the comic book series started in the 1940s. The publication has been given a facelift after 20 years of dormancy, and developed in cooperation with literacy groups so that it appeals to new readers.

Reaping Federal Funds

Scott, Foresman has tripled its sales in publishing for adult education over the past three years. Bought last year by HarperCollins, it now accounts for 25% of HC's North American revenues. Roseanne Mendoza, executive editor of its successful Lifelong Books group, reports, "For each of these book programs there's a market and there are government funds. We've published in order to capture these funds." A Teacher Resource series is SF's response to the 10% of federal monies going to the states and targeted for teacher training.

Mendoza is convinced the market is growing all the time. She foresees continuing growth in the marketplace due to new ranks of immigrants, other people who have been through the school system but are still deficient, and those moving out of ESL and into more advanced learning.

"We never publish in a vacuum," says Mendoza. "We rely on field experts in the area to fill us in on the needs out there."

One of the most recent titles announced for the Lifelong Books series came to her through the State Department. She received a letter from Jim Parker of the federal Department of Education with a list of federally funded adult literacy projects. She indicated those that interested her and he sent information on the projects carried out through government grants. Materials produced by a State of Florida adult education demonstration project grant awarded to Florida Atlantic

Industries Now Addressing Literacy as Part of Business

The trade associaton for the Graphic Arts Industry, the National Association of Printers and Lithographers (NAPL) started its own literacy program after an industry-wide basic skills survey turned up some serious deficiencies. A press release reports, "Far and away the most frequently reported problem attributable to poor basic skills was misinterpretation of job orders. Nearly half (49%) of the survey participants listed employees' inabilities to read, interpret, and process job orders correctly as a basic skills-related production problem. Other areas of concern as noted by the respondents include lack of skilled entry-level people, press spoilage, bindery/finishing spoilage, mistakes in shiping destinations, and avoidable downtime and wrong impositions."

Before this winter, NAPL expects to have a fully tested program available to its 3700 industry members, which represent some 90,000 professional workers in the U.S. and Canada. This comprehensive workplace skills training effort is aimed primarily at employees currently working in pressrooms, binderies, prepress faciities, and materials handling areas. The curriculum is deisgned to be both job specific, based on employee needs and job requirements, and to promote career advancement from within.

Time Warner is one publishing/communications group using its own resources to advance literacy as well as its own commercial interests—selling magazines.

In 1985 Time Warner launched "Time to Read," and developed an instructional and tutor training program using *Time*, *Sports Illustrated*, *People* and other publications as the core curriculum. The program began at four sites and has expanded to 66 sites in 27 cities, with nore than 1000 tutors and 1500 learners. A key element of the program is that it is carried out in full partnerships with local business, community organizations, public agencies and other groups. Volunteer tutors, trained by Time Warner, hold their classes in schools, prisons, libraries, worksites, and other appropriate places. A recent independent evaluation of the program shows that seven out of every 10 learners completes the program, that the Time Warner magazines have proven to be effective teaching tools and provide a strong cultural context. Nearly eight out of 10 learners so far have shown marked reading improvement.

The American Newspaper Publishers Association and its foundation have been recognized by Barbara Bush for their active participation in literacy for several years. Over 300 newspapers now conduct literacy programs in their home cities, and some have invested millions in the effort. The *LA Times'* and *Chicago Tribune's* far-reaching programs are among the largest. Arthur Ochs Sulzberger chairman of the *New York Times*, served as the Chairman of the ANPA Foundation in 1989.

The International Association of Business Communicators (IABC), an association of more than 11,000 corporate communication and public relations professionals, recognizes this and has put together a literacy program. Its two major thrusts are to help local local chapters assist local literacy programs, and to help IABC members build awareness within their own companies of literacy issues. In November, IABC's Communicators for Literacy Action Committee issued a guidebook with suggestions of how to form local partnerhsips. —B.P.

University were selected. Scott, Foresman asked permission to work with the author to develop these materials and publish them as a model for the nation. "The program is doing very well so far," says Mendoza. "It's just been announced, and there seems to be a great deal of interest."

Chapter I is the largest program grant catalogue of the U.S. Department of Education, at $5.358 billion in 1990. The major portion of these monies earmarked for poor families—$4.7 billion—went to school districts, but some Chapter I monies are finding their way into family literacy. Based on evidence that reading levels at school rise when parents are involved in reading in the home, two years ago the program set new procedures, with emphasis on parents' involvement. As a result, teachers demonstrated a tremendous need for materials to help reach parents.

Scholastic brought out its Parent Book Bags program for grades K–1. Gare Thompson, editorial director for the school market, reports that the response from teachers has been great. "Although it's just been launched and it's therefore too soon to tell actual sales, the feedback we're getting is better than expected. Everyone seems to be searching for ways to reach parents and this looks like an answer."

Other Government Partnerships

Garrett Murphy recommends that publishers interested in entering partnerships for literacy co-ventures look at technology first, "especially audio reinforcement; we never had this before."

The national Workplace Literacy Program of the U.S. Department of Education awarded $21.4 million in grants for 76 workplace literacy projects in 1988 and '89. 1990 grants totaled $19.7 million and the same level of funding has been approved for 1991. These grants cover 70% of project costs and are directed to partnerships involving at least one private sector employer, union or business, and one education organization. Murphy suggests publishers look at the Contact Literacy Database being put together nationally on work force literacy. Then he adds, "In New York State alone there are 10 brokerages called Regional Centers for Economic Development. For business and industry, they are the point of access into the educational community." ☐

Washington Fumbles the Ball

BY HOWARD FIELDS

The idea was grandiose: end illiteracy in America by the end of this century, primarily with a $1.5 billion influx of federal funds and coordination of several competing federal efforts over the next five years. The result was disappointing: even watered-down enabling legislation failed to pass.

When Congress reconvenes in January, one of the first bills expected to enter the hopper on the Senate side is another bill by Sen. Paul Simon (D., Ill.) to start the process all over again. Also starting over again will be many other pieces of legislation that often include some funds or programs to fight illiteracy.

Despite the loss already of one-tenth of the time that was to be allocated for that massive, decade-long fight, several literacy promotional efforts continued apace, including the one carrying the name of First Lady Barbara Bush. Existing literacy programs squeaked through the legislative mill in the final days of the session, and many of them received increased funding over the previous fiscal year.

As originally introduced, Simon's bill envisioned pulling together all the disparate federal anti-illiteracy efforts into one coordinated effort.

By the time the bill won Senate approval early last year, it was diluted to a $50 million, one-year program with a limited reach. The House never got around to taking action on educational programs, so its literacy activities got included in the annual appropriations bill for Education. Those activities became just pieces of $7.5 billion worth of miscellaneous programs included in a package finally worked out by House and Senate conferees.

Of that total, $1.2 billion, an increase of $2 million over the previous fiscal year, was earmarked by the conferees for vocational and adult education, of which literacy spending was only a small part.

More important to the literacy battle, the compromise included a huge increase in the Even Start program. The $49.8 million appropriated represented an increase of $15.5 million over the previous fiscal year.

One of the elements that barred an agreement was a House desire to establish a National Institute for Literacy, with freedom to do research, evaluate government policy, provide assistance to various literacy programs, and serve as a clearinghouse for information. The Senate wanted more direct oversight, and would have included members of Congress and members of the public on a board of directors to oversee the activities of the interagency council.

There were other disputes about the legislation, but if the next Congress, which takes its collective seat Jan. 3, picks up where the old left off, compromises could be worked out early in the session and the bill passed. Since, however, Congress is widely believed to be a model for Parkinson's law that says work expands to fill the time available, literacy legislation could be delayed into the next term.

As he watched his ambitious bill get whittled down on the Senate floor earlier this year so that it could garner the support of a majority of his colleagues, Simon said it would still allow the United States to eliminate illiteracy by the end of the decade if it follows through with other supportive actions. The reality was that in the form in which it passed, it would not have the muscle to do what literacy advocates and professionals have been pushing for several years:bring some cohesion among all of those supportive actions.

Both houses appeared to agree on the need for a family-oriented book program. The Senate bill included the Books for Families Literacy Act of 1990, which would have included the RIF book-distribution program. The House would have expanded the types of children to be covered by the RIF program and would have required the organization to report to the Education Department on its efforts.

Congress may have dropped the ball this year in solving the problem of coordinating all the literacy efforts, but the Barbara Bush Foundation for Family Literacy got a start in that direction when it made its first grants after collecting $5 million in donations. Its first 11 grants, totaling $500,000, were given to recipients who promised to work with various groups, including immigrants, homeless people and migrants.

CHILDREN'S BOOK SCENE

EDITED BY DIANE ROBACK

Bookstore Survey: Zeroing In

BOOKS
BOOKS
OPEN

Heidi Younger

In our second in-depth look at children's bookselling, we take a closer look at how children's books are ordered, displayed and sold in the stores, and who is buying them

BY DIANE ROBACK

This survey was conducted by the Cahners Research department in September 1990. Questionnaires were sent to 700 Publishers Weekly *subscribers, 50 chain bookstores and 350 bookstore members of the Association of Booksellers for Children. In total there were 328 respondents, for a response rate of 30%. We followed up the survey with a phone poll of our own, talking with general, children's and chain booksellers about some of the issues raised in the survey.*

Additional reporting by Janet Schnol.

Of the bookstores that participated in the Cahners survey, 39.6% were general independent stores, 31.2% were children's-only stores, 9.4% were specialty independents, 5.5% were college stores, 4.2% were national chains, 3.9% were regional chains and 6.2% declined to specify or answered "other."

Last year, in our first-ever survey on children's bookselling (*PW*, Nov. 24, 1989), we documented an impressive commitment to children's books in this country on the part of retailers. The number of children's-only bookstores multiplied throughout the last decade, and many general bookstores expanded their children's sections, as demand grew and potential profit became clear. The picture of children's bookselling that emerges from this year's survey is similarly bright, with good signs for the coming years, but it is beginning to change in several ways.

The amount of space that children's books occupy in children's-only stores is slightly larger than last year: a mean of 1181 sq. ft., up from 1099 sq. ft. This new figure represents 79.5% of the stores' total selling space, with just over 20% devoted to products such as toys, audiotapes and other sidelines.

General independent stores devote an average of 21.4% of their selling space to children's books, up from 20.3% last year. And the average space devoted to children's books in these stores, 541 sq. ft., is up almost 9% from last year's figure of 482 sq. ft., indicating an appreciable expansion in this category. Chain bookstores devote an average of 416 sq. ft. per store to children's books, constituting 17.6% of total space.

On the average, children's-only stores had total gross sales and revenues for children's books of $202,093 in 1989, an 8.1% increase over 1988. This makes for a sales per sq. ft. figure of $171 per sq. ft., up 8.7% from last year's total of $149 per sq. ft.

Gross sales of children's books for other independent stores was $59,653, but this includes many stores (20% of total) that sell less than $5000 worth of children's books per year. If these stores are removed from the calculations, the figure rises to $71,170. Although average figures per outlet were not available for Walden and B. Dalton/Barnes & Noble, their chain-wide totals averaged $2,618,750; for regional chains, the figure was $82,045.

A smaller percentage of children's-only booksellers than last year (15%, down from 18%) planned to expand their stock of children's books over the next 12 months. Some store owners pinpointed the downturn in the economy as the reason they don't plan to grow; others said they don't need more space right now. Those who have opened children's bookstores within the last few years were more likely to say they needed to expand than their more established counterparts.

Chain bookstores are planning more of a stock increase than reported last year: 20%, up from 15%, while the percentage of general stores planning to increase their children's sections is exactly the same—21%. For all stores that reported plans to boost their stock or display space of children's books, an increase of 16% was the mean.

By and large, national chain stores carried the largest average of copies per title of all categories of respondents: 6.6 copies, vs. 4.6 for children's-only stores, 3.7 for regional chains and 2.8 for general independent stores.

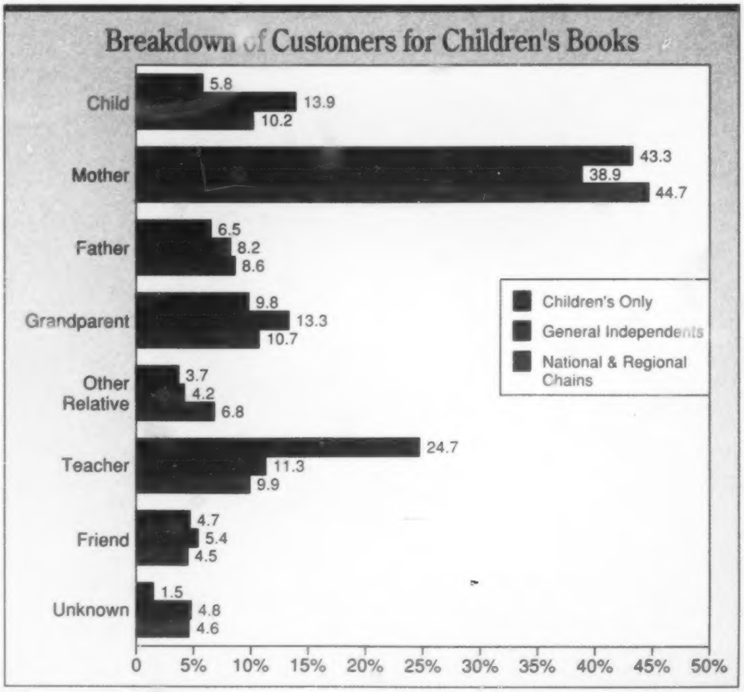
Turning Back to Frontlist

What these stores stock is changing as well. Two-thirds of the inventory, for all stores in the survey is backlist, and one-third is frontlist, hardly a surprising statistic, since the bulk of the children's book business is in backlist sales. Children's-only stores had the highest percentage of backlist titles (71.1% of stock), followed by general independents (with 66.9% backlist stock) and chain bookstores (63.5%).

But stores in all categories report a slight decrease over last year in the percentage of backlist carried, and a concomitant increase in frontlist. Adrian Sweet, owner of Children's Books on Broadway in Long Beach, Calif., observed, "People come in looking for new things; they own a lot of backlist titles already. And the reviews they read are for new books." Debora Kick, general manager and buyer for Gordon's Booksellers for Kids in Baltimore (a new store in the Gordon's chain that opened in May), said that children's frontlist is stronger throughout the Gordon's stores "because there's more of a market. We're selling more frontlist hardcover authors and illustrators with definite followings. People don't want to wait for the paperback—it wasn't like this in years past. Even our stores that don't usually sell children's hardcovers are now moving them." But for Suzanne Swift of Kids Books & More in Carrollton, Tex., "Our backlist is still stronger. Frontlist takes lots of handselling, and people mostly like to come in and buy what they know."

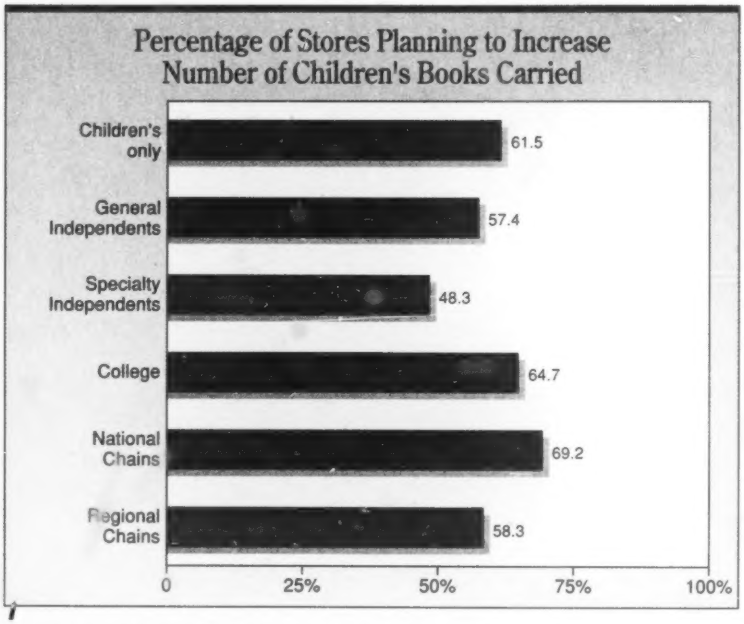
Some booksellers cited an increase in quality as a major factor in greater frontlist representation; others pointed out that many backlist classics have been repackaged into new editions, essentially becoming frontlist titles all over again.

Stores also reported carrying a higher percentage of hardcover books, reflecting the strength in the hardcover picture book market. Children's-only stores carry the greatest percentage of hardcovers (43.1%, up from 40.7% last year), followed by chains with 46.2% (up from 40.8% last year) and independents with 38.9% (exactly the same as last year). Booksellers find that hardcovers are greatly preferred by customers giving gifts. In addition, according to Barbara Theroux, owner of Fact & Fiction in Missoula, Mont., "I probably sell as many children's books to adults to give to adults as to children," indicating that the strong



crossover market for children's books is a factor here. By and large, children's booksellers did not seem concerned by rising hardcover prices, saying that the increase in cost of children's books by no means rivals the price increase for adult books in recent years.

Without exception, picture books was the category most in demand in every type of store we surveyed. For children's-only stores, the no. 2 category was books for beginning and younger readers, followed by nonfiction, then books for middle readers. In chain bookstores, the no. 2 category was series books (way down at no. 6 in children's stores). And only a small number of chain stores (8% of total) reported heavy demand for books for younger readers. Books on multicultural issues were reported as having strong demand by only 4.5% of respondents.



Booksellers of all kinds named nonfiction as the top category in which customer needs are *not* being met. This edged out books on problems and special issues (the top category last year), now down to no. 2; the no. 3 category was biographies and autobiographies.

A Customer Profile

It's often difficult to know who the actual customer is for children's books, so in our survey we attempted to obtain a more accurate picture (see chart, p. 37). In all varieties of stores, mothers were far and away the top customer category (representing 40% of all customers). The no. 2 category for children's-only stores (and for no other category of stores) was teachers, representing almost 25% of the total. This figure makes it clear that children's booksellers are increasingly doing business with local schools (see chart, p. 44). For general booksellers, the no. 2 category of children's book customers was children (13.9%), followed very closely by grandparents (13.3%). This order was reversed in the chain stores, where 10.8% of customers were grandparents, and 10.2% were children.

Several facts emerge from these findings. The number of unknown customers was much smaller in children's-only stores, indicating these booksellers have a better knowledge of who their customers are than other kinds of booksellers. And the percentage of fathers buying books for their children was quite small, in all types of bookstores. Greenie Neuburg, children's book buyer at Wit & Wisdom Booksellers in Lawrenceville, N.J., commented, "Maybe wives do more reading to their kids—this might go under the category of buying food: 'Mom knows best.' There's still an attitude that nurturing is the mother's responsibility." Suzanne Swift at Kids Books & More offered a practical explanation: "Our store closes at 6 o'clock, and a lot of dads aren't home that early. Saturday is a two-parent day. But when fathers do come they spend more than mothers." They're not *always* model customers, however, Swift pointed out. "Dads are worse than the kids," she said. "They play with all the toys."

Displaying the Wares

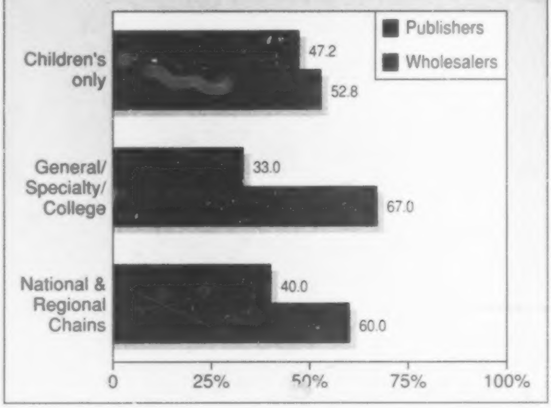
Three-quarters of the children's stores have a specific place designated for new releases, as do 68% of the chain stores and 60% of the other independents. The average display time for new releases in all stores was six weeks. Most display areas for new releases allow booksellers to face out the titles, which move to spine-outs when they are mixed in with the regular stock. This six-week display time average arises out of necessity, retailers say, because of the constant flow of new books arriving. "Some books get displayed less than that [the six-week average]," said Suzanne Swift. "We have to shift display stock depending on what comes in." According to Margaret Nevinski, children's book buyer at the Elliott Bay Book Co. in Seattle, "We may keep our books out a little longer than six weeks. If a new book is selling well, I'll keep it out there, and keep refilling. And the Newbery and Caldecott winners stay out all year."

Children's-only stores tended to keep new books on display longer than general independents (6.2 weeks vs. 5.9 weeks), and much longer than chain bookstores (national chains 4.8 weeks, regional chains 4.9 weeks). And college stores showed the least resistance to the temptation of new titles, keeping the books on display for an average of 8.2 weeks.

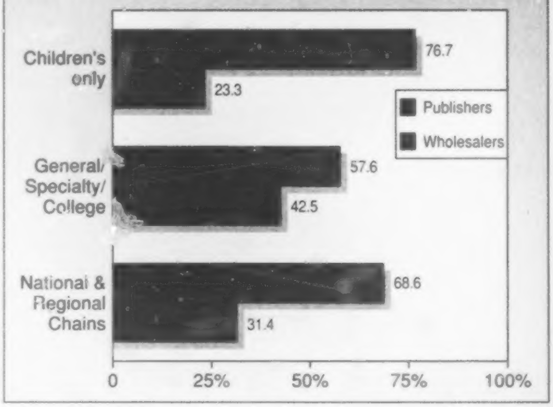
Children's and chain booksellers were almost equally apt to use publishers' point-of-purchase displays: 70.8% of children's stores said they use them, and 68% of the chains, compared to 56.6% of general booksellers. Across the board, booksellers said they use point-of-purchase materials for just under 10% of the children's books they carry, with the chains at a slightly higher percentage (10.7%).

We polled booksellers on what their most effective in-store promotions for children's books were. For children's stores, author signings and readings were the no. 1 category; for all other kinds of stores, the top slot went to in-store displays. The no. 2 promotion for children's

Percentage of Reorders Placed With Publishers vs. Wholesalers



Percentage of Initial Orders Placed With Publishers vs. Wholesalers



bookstores was storytelling, a category that was insignificant for other types of stores. In chain stores, the second most effective promotion was sales and discounts.

For children's booksellers, newsletters are often an essential method of advertising as well as disseminating information about new titles and store promotions. Three-quarters of all children's stores said they publish newsletters, as compared to 35% of general bookstores. Those general bookstores with newsletters devote on the average 24.9% of the space within the newsletter to children's books.

'Where the Markup Is'

In the bookstore business, sidelines are a popular and profitable addition to a store's stock, and they play an important role in the offerings of children's-only stores as well. Sidelines are attractive because they enhance the product mix, enabling booksellers to offer a wider variety to customers (a typical comment was "We carry them because it's nice to have extra things for our customers," in the words of Cathie Sanford of Black Forest Books & Toys in Charlotte, N.C.). Many sidelines carry a larger markup than books do, thereby increasing the profit potential.

Carol Wynne, owner of the Children's Book Cellar in Waterville, Minn., where two-thirds of the store's selling space is devoted to books, commented, "This is a relatively small town, and we couldn't survive with just books. The other items we carry are compatible with books, though, such as educational toys and games." Adrian Sweet of Children's Books on Broadway said she carries sidelines because "that's where the markup is"; 25% of her space is sidelines, but only "book-related items." And Suzanne Swift of Kids Books & More has found sidelines "more profitable than books. They pay for the books we want to have in the store."

Only 1% of all children's stores surveyed said they do not carry any sidelines, as opposed to 8% of the chains and 13.3% of all other stores. And general booksellers tended to carry fewer children's sidelines, not surprisingly. Barbara Theroux at Fact & Fiction doesn't carry them "because customers don't demand them. In the beginning we had a mix, and our clientele wasn't too interested. There are other outlets in the area for those things." At Elliott Bay Book Co., audiotapes are available but no other children's sidelines, according to Margaret Nevinski. "They're part of the cassette display we have at our front counter. It's small—not a major thing. Our emphasis is primarily on books. Also, there are three toy stores in this neighborhood, so it probably wouldn't be profitable for us." Indeed, most of the booksellers who don't carry sidelines told *PW* that they would rather devote the selling space—since it's rather limited—to books.

A whopping 91.7% of children's-only stores said they carry audiotapes, by far the most popular sideline in this category of stores. The next most popular sidelines were bookmarks and bookplates (carried by 74% of children's stores), dolls based on book characters (72%), rubber stamps (72%), greeting cards and paper products (69%), educational games (59.4%) and toys (58.3%).

For general independents and chains, bookmarks and bookplates were stocked by slightly more stores than audiotapes (67.2% vs. 64.8% of independents; 76% vs. 72% of chains), though audio was the no. 2 category for both kinds of stores. After that, for independents: greeting cards (carried by 42.6%), dolls based on book characters (40.2%), educational games (33.6%), toys (32%), magazines (25.4%) and rubber stamps (19.7%). For chain stores: greeting cards were tied with magazines (both carried by 44%), followed by educational games (36%), dolls based on book characters (32%), toys (16%) and rubber stamps (8%).

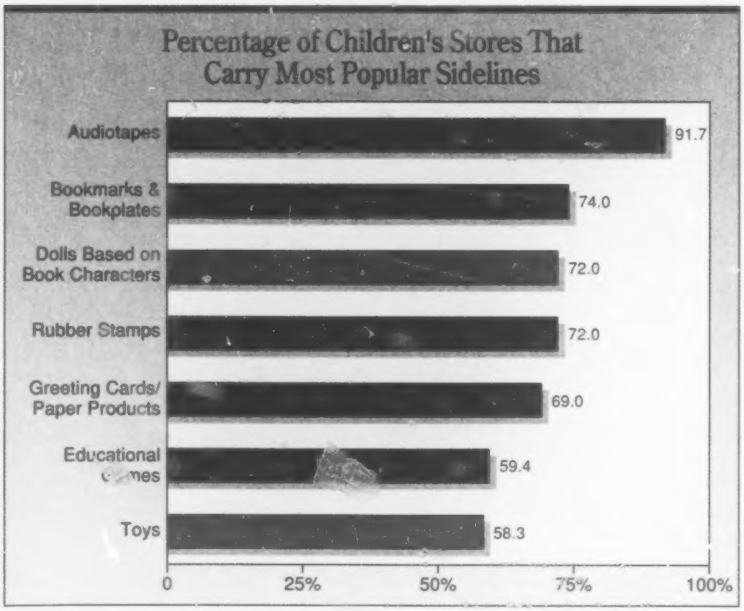
Asking booksellers how many titles they carried within a few sideline categories revealed children's booksellers commitment to breadth of stock. Children's-only bookstores stocked an average of 119 book-and-cassette sets, compared to 42 for general independents and 39 for chains. They carried 125 audiotapes, vs. 35 for general independents and 22 for chains, and 50 videotapes, vs. 17 for general independents and 14 for chains.

Seeing Reps—and Placing Orders

Children's-only booksellers were visited by publishers' reps much more frequently than any other category of bookseller. They reported that 61.4% of the publishers they buy from send reps to their stores, as opposed to general independents, who said they only see reps from 50.6% of the publishers; national chain stores reported visits from 48.4% of the publishers; and regional chains 35.9%.

It stands to reason, then, that of all categories of stores surveyed, children's stores placed the highest percentage of their orders through a sales rep: 58.5% of all orders, compared to 54.9% for chains and 53% for general independents. Children's-only stores also place more of their initial orders with publishers (76.7%, as compared to 23.3% placed with wholesalers). Other independents purchase 57.6% initially from publishers, 42.4% from wholesalers; chains purchase 68.6% from publishers, 31.4% from wholesalers. For reorders, 47.2% of children's stores go to publishers, vs. 32.8% of independents and 40% of chains.

Children's booksellers cited several reasons they are more inclined to order directly from the publishers than general booksellers are. Most said they insist on actually seeing books (especially picture books) before ordering them, a feat not accomplished with catalogues, but by sitting down with a rep. According to Denise Herzberg, co-owner of Pooh Corner in Madison, Wis., "Reps bring galleys, and we won't order without seeing them." When not reordering in quantity, booksellers said it's to their advantage to deal with publishers rather than wholesalers, for better discount. Greenie Neuburg at Wit & Wisdom pointed out another salient issue: "General booksellers deal with so many more publishers than children's booksellers that they don't have the time to work with them on an individual basis. They *need* to go to wholesalers." But then again, so do children's booksellers with less-than-central locations, such as Carol Wynne of the Children's Book Cellar. "We're in central Minnesota, and it's a good trick to get reps to come here. So I'd rather get books from a distributor." Margaret Nevinski in Seattle agreed that geographical location often plays a part in where a bookstore orders from. "On the West Coast, it takes longer to get books," she said, "so a distributor is helpful."



Neuburg had a lot of praise for "the great job wholesalers are doing these days. They're increasing the number of children's titles they're carrying," enabling booksellers to order fewer titles initially, and fill in stock from wholesalers on demand. Suzanne Swift reported that her store was also carrying fewer copies per title—1's and 2's rather than 3's and 4's—because she preferred to carry more titles overall rather than have a single title take up a lot of space.

Reorders from chain stores are increasingly going to publishers, a trend corroborated by Gordon's Debora Kick. "Until the last four years," she said, "we found that faster turnarounds came from distributors. Now, in the last year or so, free freight and publisher offers have helped [tip the balance]. Also, publisher warehouses seem to be functioning better."

Using Co-op Dollars

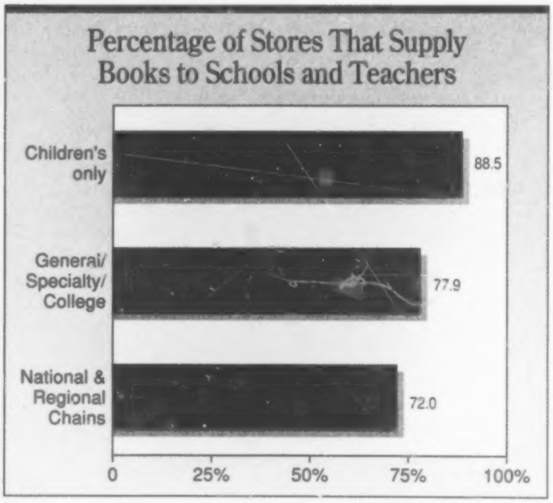
Co-op money is used by 58.3% of all children's bookstores; only 28% of chains use it, and 28.7% of general independents. The top use for co-op money is for advertising; for children's stores and for chains, the no. 2 use is for newsletters; for other independents, the second use is a tie between catalogues and in-store events. Children's stores use co-op money an average of 3.8 times per year; other independents use it 4.1 times, and chains use it 7.1 times (this incorporates non-children's co-op usage as well). "We use everything we can," states Debora Kick of Gordon's. But the general booksellers we spoke with didn't consider it a priority to spend co-op dollars on children's books. "Children's titles tend to advertise themselves," said Fact & Fiction's Barbara Theroux, "and people tend to find out about children's books on their own. In delegating co-op dollars, it doesn't feel necessary to re-advertise children's books." And Margaret Nevinski of Elliott Bay questioned the effectiveness of ads for children, "because so much is based on handselling, as opposed to big-name adult authors that people will come in and ask for, after seeing an ad."

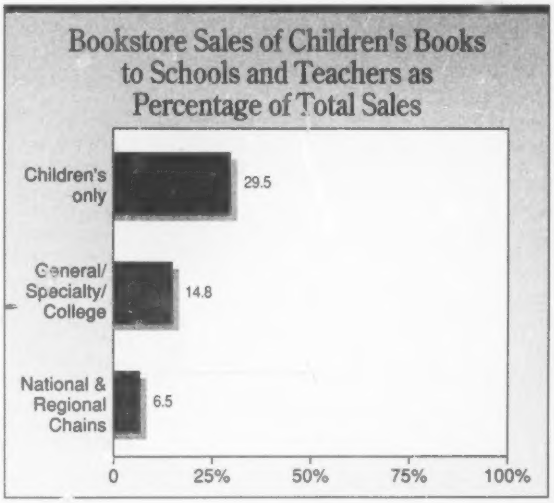
Booksellers of all types, when asked how co-op money might be made easier to use, urged publishers to simplify and standardize terms and forms. They also requested more information on co-op availability, as well as quicker response time from publishers.

Working with Teachers

An overwhelming percentage of children's-only stores—88.5% of the respondents—supply books to teachers and schools. These stores do an average of 29.5% of their business this way; roughly 15% of the stores do over 50% of their business with schools. The whole-language movement, in which reading is taught with trade books rather than with basal readers, is spreading throughout the country, and children's booksellers are playing a part by reaching out to their local teachers, providing information on available titles and suggesting ways the books might fit into school curricula. In the area surrounding her store, Suzanne Swift says, "Schools are catching on to whole language. But teachers have to pay for the books out of their own pockets, so it's not a huge amount of sales to them. But each year it's getting better."

In return for time spent helping teachers select books, a bookseller might well expect that the school's order would be placed at the store; many children's booksellers are complaining bitterly, however, about competition for this business from local wholesalers. They claim that they are spending hours with teachers, only to find that the school then places the book order with a wholesaler, which can offer the district a few extra discount points.


Percentage of Stores That Supply Books to Schools and Teachers


Bookstore Sales of Children's Books to Schools and Teachers as Percentage of Total Sales

Just under two-thirds of children's stores surveyed hold book fairs, as opposed to 25% of other independents, and only 8% of the chains. Of that two-thirds, the stores do on the average 16% of their business this way. Clearly this is an area of potential profit, but one that requires an extensive time commitment (and precious storage space). Gordon's Booksellers for Kids's Debora Kick states that book fairs aren't profitable for chains to run. "Chains don't have someone who specializes in that," she pointed out. "It takes a lot of time to do bookfairs. Children's-only stores would be more likely to be able to afford the time."

Booksellers Turn Thumbs Down

In our survey, we asked retailers if they would be interested in seeing more video sales presentations and telemarketing. The answer was a resounding no. Two-thirds of all respondents said they would not be interested in seeing more video presentations, and three-quarters voted down increased telemarketing. Over and over again, booksellers said that they need to put their hands on children's books to make their buying decisions, and many reported an aversion to being interrupted by telemarketing calls. "Without being in our store," Barbara Theroux at Fact & Fiction maintained, "reps can't get a feel for our needs and for our area, which is necessary for a sale." Adrian Sweet at Children's Books on Broadway said she doesn't mind telemarketing followup, but dislikes it for an initial call. And Wit & Wisdom's Greenie Neuburg believed that telemarketing hasn't been used to its full potential. "For example," she said, "reps should call stores when a title gets a good review or is going to be a bestseller, to alert them."

Asked if they would prefer the ordering option of a deeper discount with a non-returnable option, 67.7% of children's bookstores and 70.7% of other independents said yes; only 36% of the chains said yes. Children's books, with their relatively low return rate (though this has begun to grow in recent seasons), are a natural for this kind of arrangement, and independent booksellers seem eager to try it, if publishers were to offer it. Chain stores were much less enthusiastic; in Debora Kick of Gordon's Booksellers for Kids' words, "independent and children's-only booksellers have the ability to handsell, and they would have a better feel about what they can sell in such quantities. We can't know if there will be someone to make a specific title move."

More than half of all respondents (55.2%) said they would be able to sell a non-jacketed picture book for a lower price, if it were offered by a publisher (there was no significant difference in response among store categories here). Those in favor of the idea mentioned the advantage of having a jacket that would not rip, and the potential of increased sales if a book had a cheaper cover price. Others didn't think the plan would work. "I don't think a book looks as nice without a jacket," said Suzanne Swift of Kids Books & More. "If it's only a small percentage of the price, I don't think the cover is worth losing." And still others felt that a dollar or so off the list price would not make much of a difference in sales.

Looking ahead, all signs look good for the next decade, according to Caron Chapman, executive director of the Association of Booksellers for Children. Chapman believes that "a solid foundation has been laid for high-quality children's books to be written, published, distributed and used in this country. We have lots of green lights—the baby boom shows no sign of ending, the value of books in the family is definitely still there, certain areas of the country are still growing, teachers want materials. It's still a wide-open possibility for a small business to provide the service of supplying books to children." ☐

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SALES OFFICES

249 West 17th Street
New York, N.Y. 10011
FAX-*(212)-463-6653*
TELEX-*127-703 RR BOWKER*

PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*

ADVERTISING PRODUCTION ASSISTANT
Nancy Campoli *(212) 463-6558*

CONTRACTS COORDINATOR
Lorna Campbell *(212) 463-6604*

NEW YORK
Steve Chazen *(212) 463-6810*
Lynn Myers *(212) 463-6811*
Jane Belostock *(212) 463-6797*
Patricia Fiore *(212) 463-6809*
John Turner *(212) 463-6784*

MIDWEST
Matthew Hurley *(708) 390-2917*
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX: *(708) 635-6929*

WEST
Jim Levitt *(818) 764-5101*
Laura Martinez
11921 Vose Street
North Hollywood, Calif. 91605
FAX: *(818) 982-6387*

SOUTHEAST
Cahners Publishing Company
Robin Mays *(404) 955-6500*
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX: *(404) 955-2585*

CANADA
Claude Choquette *(514) 348-3236*
The Rights Agency
C.P. 596, Station N
Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti *33-1-42-22-85-33*
80 Rue des Saints Peres
75007 Paris, France
TELEX: *205735 F ECOLOIS*

GERMANY
Marjorie McHenry *0211-556281*
Cahners Publishing Ltd.
Luegalle 10, D - 4000
Dusseldorf 11, West Germany
FAX: *0211 556231*

ITALY
Suzanna Zevi *39-2-657-2465*
Agenzia
Letteraria Internazionale
Via Manzoni, 41
I-20121 Milano, Italy
TELEX: *323574 LINALLII*
FAX: *659 7171*

JAPAN
Tom Mori *03-230-4081*
Tuttle-Mori Agency
Fuji Building, 8F
2-15 Kanda Jimbocho
Chiyoda-ku, Tokyo
TELEX: *2326915 TUTMOR J*

SPAIN, PORTUGAL, AND LATIN AMERICA
Gloria Gutierrez,
Carmen Balcells *34-3-220-85-65*
Agencia Literaria
Diagonal 580
Barcelona, 08021, Spain
TELEX: [illegible] *COPY E*

LONDON
Martin Sutcliffe *44-1-628-7030*
Cahners, Ltd., 27 Paul St.
London, England EC2A4JU
TELEX: [illegible];
FAX: [illegible]

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EDITOR-IN-CHIEF
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ASSISTANT TO THE PUBLISHER
Esther Reid *(212) 463-6812*
EDITORIAL INQUIRIES: *(212) 463-6758*

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Marina Paruolo *(212) 463-6567*
ADVERTISING PRODUCTION ASSISTANT
Nancy Campoli *(212) 463-6558*
ADVERTISING CONTRACTS COORDINATOR
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CIRCULATION DIRECTOR
Joan Roman
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NEWS OF THE WEEK

EDITED BY MADALYNNE REUTER

Penguin Sues Walsh, Iran-Contra Prosecutor

Penguin USA and the author of a book giving a behind-the-scenes account of the trial of Oliver North have sued Iran-Contra prosecutor Lawrence E. Walsh, charging him with a "blatant attempt" over the past 18 months to block publication of the book.

Penguin said it intends to proceed with the Viking hardcover publication of *Opening Arguments: A Young Lawyer's First Case—United States v. Oliver North* by Jeffrey R. Toobin, a former associate counsel on Walsh's team in the Office of Independent Counsel.

In the suit filed November 28 in U.S. District Court in Manhattan, Penguin and Toobin, citing the First Amendment, seek an injunction to prevent Walsh and the OIC from hindering publication, and Toobin seeks a declaratory judgment that publication will not violate two confidentiality agreements he signed on the day he left the OIC after two years of service.

Prior to his departure on May 4, 1989, Toobin says in the suit, he told Walsh he was considering writing a book on his experiences; Walsh voiced no objection in principle and said he was considering writing a book of his own, Toobin alleges. He contends that he fulfilled his obligations under the two nondisclosure agreements by submitting drafts of his manuscript to the OIC and by excising classified information identified by the OIC. He charges that the OIC invoked rule 6(e) of the Federal Rules of Criminal Procedure in an attempt to cloak the ordinary business of the office "with the veil of grand jury secrecy." He notes that both the CIA and the Justice Department had no objections to his manuscript.

Are Disclosure Contracts Constitutional?

Even if he had breached the two agreements, Toobin argues, he would not be liable because they unconstitutionally restrict his rights to free of speech and because they were not signed as a precondition of his employment but as an afterthought on his last day of employment.

Toobin and Penguin assert they have no alternative to the suit "after experiencing a year and a half of stonewalling, specious objections and intimidation"; they say the OIC intimidates by asserting that publication of the book will subject them to criminal and civil liability and that Toobin would lose his present job as an assistant U.S. Attorney in Brooklyn.

Walsh's Response

Mary Belcher, spokesperson for Walsh, said, "We intend to respond to Mr. Toobin in court." She said that Toobin "seeks to publish nonpublic aspects of the criminal investigation conducted by our office. This information includes the identities of people investigated but not indicted and possible charges considered but not brought by this office. We believe that such disclosures not only would violate Mr. Toobin's legal obligations but also would be unfair to the individuals involved and harmful to the continuing work of this office." Asked if Walsh were considering a book of his own, Belcher said, "I'm not free to comment on that."

Toobin is represented by David Boies, who in 1985 defended CBS in a libel suit filed by Gen. William Westmoreland.

Penguin USA is represented by Martin Garbus, who said, "It is both ironic and unfortunate that Mr. Walsh—who has sought to unveil government secrets in his investigation—is now attempting to prevent publication of a book that sheds light on a matter of great public importance."

—Madalynne Reuter

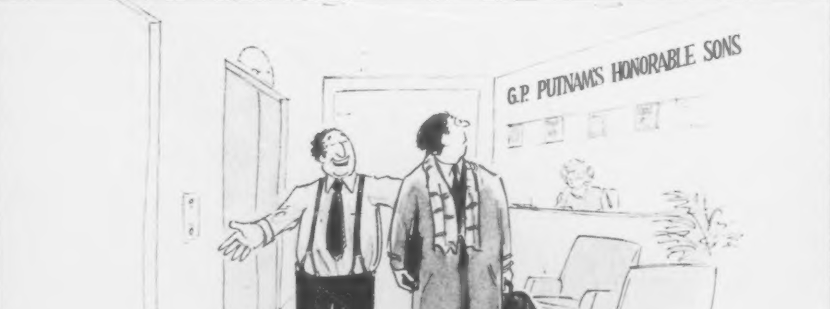
AAP Sales Report for October

Category	% change, October*	% change, YTD
Adult hardcover	17.9	8.2
Adult paperback	22.3	7.3
Juvenile hardcover	2.5	25.8
Juvenile paperback	-18.0	11.8
Univ. pr. hardcover	8.4	6.4
Univ. pr. paperback	88.5	22.5
Bibles, etc.	39.9	10.8
Mass market paperback	1.4	10.1
Book club	11.8	1.5
Mail order	-14.8	-14.9
Sci-tech	-18.7	6.1
College texts	20.0	8.0
School texts	14.9	4.3

**Percent changes measured against same time periods, 1989.*

Out of Line

by Mort Gerberg



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SALES OFFICES

249 West 17th Street
New York, N.Y. 10011
FAX-*(212)-463-6653*
TELEX-*127-703 RR BOWKER*

PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*

ADVERTISING PRODUCTION ASSISTANT
Nancy Campoli *(212) 463-6558*

CONTRACTS COORDINATOR
Lorna Campbell *(212) 463-6604*

NEW YORK
Steve Chazen *(212) 463-6810*
Lynn Myers *(212) 463-6811*
Jane Belostock *(212) 463-6797*
Patricia Fiore *(212) 463-6809*
John Turner *(212) 463-6784*

MIDWEST
Matthew Hurley *(708) 390-2917*
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX: *(708) 635-0929*

WEST
Jim Levitt *(818) 784-5101*
Laura Martinez
11921 Vose Street
North Hollywood, Calif. 91605
FAX: *(818) 982-6387*

SOUTHEAST
Cahners Publishing Company
Robin Mays *(404) 955-6500*
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX: *(404) 955-2585*

CANADA
Claude Choquette *(514) 348-3236*
The Rights Agency
C.P. 596, Station N
Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti *33-1-42-22-85-33*
80 Rue des Saints Peres
75007 Paris, France
TELEX: *205735 F ECOLOIS*

GERMANY
Marjorie McHenry *0211-556281*
Cahners Publishing Ltd.
Luegalle 10, D - 4000
Dusseldorf 11, West Germany
FAX: *0211 556231*

ITALY
Suzanna Zevi *39-2-657-2465*
Agenzia
Letteraria Internazionale
Via Manzoni, 41
I-20121 Milano, Italy
TELEX: *323574 LINALLII*
FAX: *659 7171*

JAPAN
Tom Mori *03-230-4081*
Tuttle-Mori Agency
Fuji Building, 8F
2-15 Kanda Jimbocho
Chiyoda-ku, Tokyo
TELEX: *2324915 TUTMOR J*

SPAIN, PORTUGAL, AND LATIN AMERICA
Gloria Gutierrez,
Carmen Balcells *34-3-220-85-65*
Agencia Literaria
Diagonal 580
Barcelona, 08021, Spain
TELEX: *50459 COPT E*

LONDON
Martin Sutcliffe *44-1-628-7030*
Cahners, Ltd., 27 Paul St.
London, England EC2A4JU
TELEX: *9149111*;
FAX: [illegible]

SCANDINAVIA AND HOLLAND
Sven Gunnar Sarman,
Sarmans Forlag
Backavagen 12, 25484,
Helsingborg, Sweden
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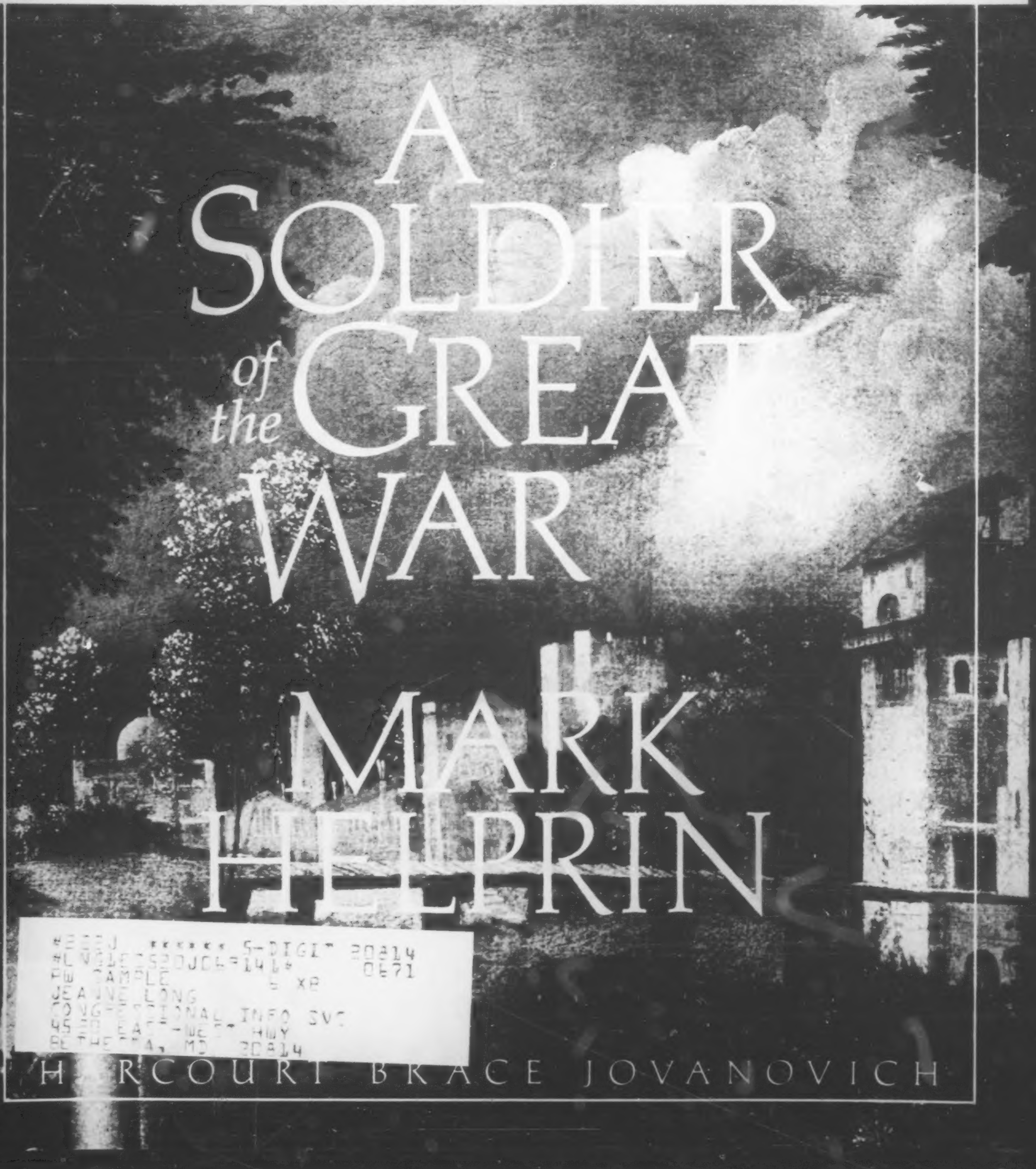
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ASSISTANT TO THE PUBLISHER
Esther Reid *(212) 463-6812*
EDITORIAL INQUIRIES: *(212) 463-6758*

PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*
ADVERTISING PRODUCTION ASSISTANT
Nancy Campoli *(212) 463-6558*
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The Biggest Publishers

PW's Annual Listing

Company	Latest Revenues (in millions)	Previous Revenues (in millions)	% Change
1. Simon & Schuster	1320 (est.)	1300	1.5
2. Time Publishing Group	1140	988	15.0
3. Harcourt Brace Jovanovich	885 ('89)	880 ('88)	0.6
4. Random House	850 (est.)	800 (est.)	6.3
5. Reader's Digest	843.6	N/A	N/A
6. McGraw-Hill	739.9 ('89)	727.2 ('88)	1.8
7. Encyclopedia Britannica	650	624	4.2
8. Bantam Doubleday Dell	630 (est.)	600	5.0
9. Times Mirror	575	520	10.6
10. The Thomson Corp.	598 (est.)	500	19.6
11. Maxwell Macmillan	457 (est.)	300	52.3
12. HarperCollins	491	450	9.1
13. Grolier	470	443.3	6.0
14. Houghton Mifflin	404.4 ('89)	368.3 ('88)	9.8
15. Western Publishing	400	450	(11.1)
16. World Book Encyclopedia	338	310	9.0
17. John Wiley	282	259	8.9
18. Penguin USA	263	225	16.9
19. Putnam Group	221	200	10.5
20. St. Martin's	194	161	20.5

Figures are latest available, often for fiscal years ending in June 1990, sometimes later, from annual statements where available, otherwise from published reports or informed estimates. In cases of multinationals an effort has been made to separate out figures for U.S. based operations only. In conglomerates with other operations, figures are for book operations only.

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3 line minimum

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All other classifications, Wednesday, 9 days prior to mail date.

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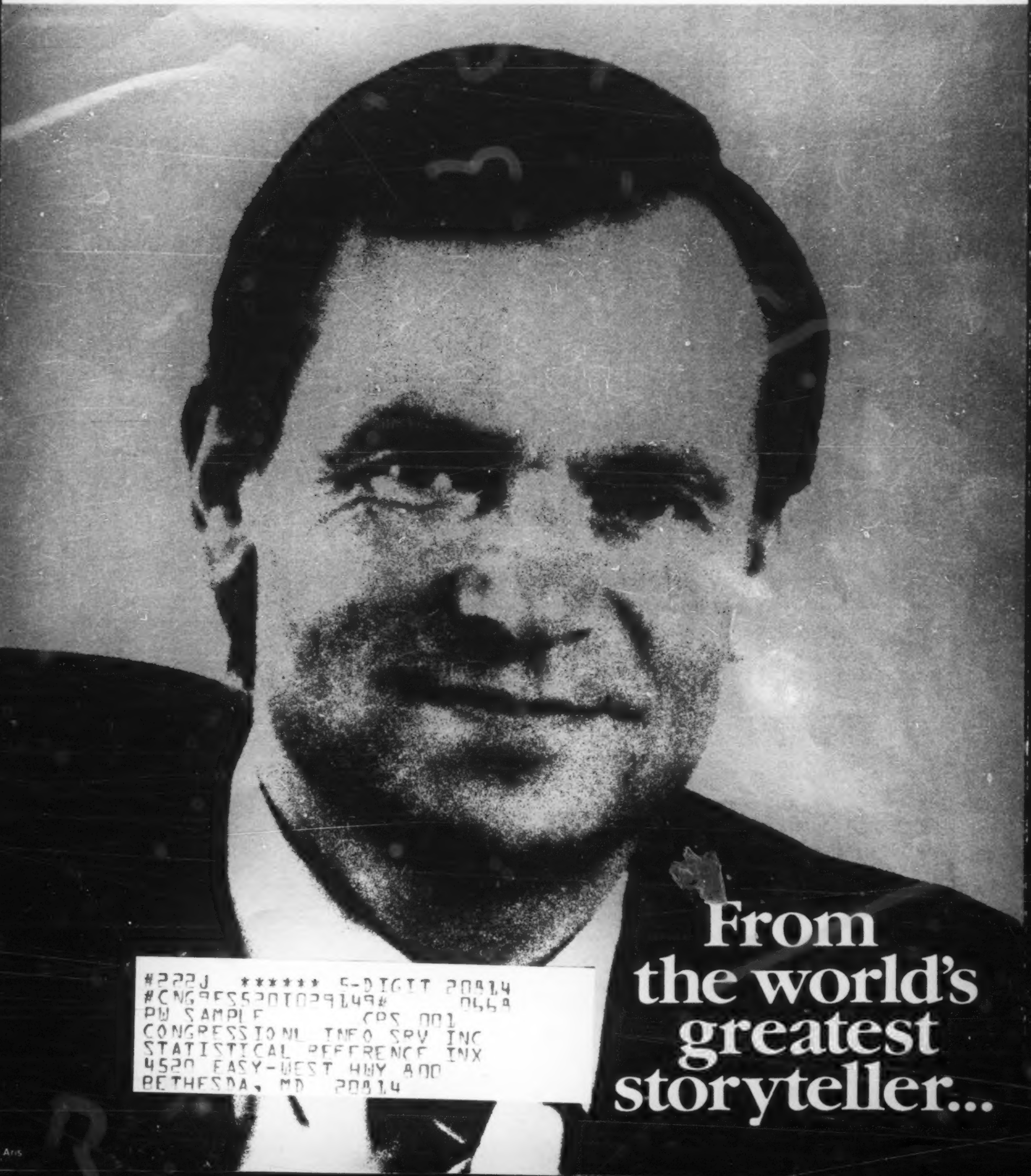

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ASSISTANT TO THE PUBLISHER
Esther Reid *(212) 463-6812*
EDITORIAL INQUIRIES: *(212) 463-6758*

PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*
ADVERTISING PRODUCTION ASSISTANT
Nancy Campoli *(212) 463-6558*
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CIRCULATION DIRECTOR
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Longest-Running Hardcover Bestsellers for 1990

The books on these *PW* hardcover and paperback bestseller lists are those that lasted longest on our regular weekly bestseller lists in 1990. This list of fiction and nonfiction titles does not necessarily reflect the year's bestselling hardcover books in terms of actual sales. Some titles that achieve bestsellerdom in the last few months of the year will have the highest rate of sales because of holiday purchase.

	FICTION	#Wks. on '90 List	#Wks. on '89 List
1	**Oh, The Places You'll Go!.** Dr. Seuss. Random House (2/90; $12.95).	37	–
2	**Clear and Present Danger.** Tom Clancy. Putnam (8/89; $21.95).	28	16
3	* **The Stand: The Complete and Uncut Edition.** Stephen King. Doubleday (5/90; $24.95).	27	–
	* **The Burden of Proof.** Scott Turow. Farrar, Straus & Giroux (6/90; $22.95)	27	–
4	* **The Bourne Ultimatum.** Robert Ludlum. Random House (3/90; $21.95)	24	–
5	* **September.** Rosamunde Pilcher St. Martin's/Dunne (5/90; $22.95)	22	–
6	**Message from Nam.** Danielle Steel. Delacorte (6/90; $21.95).	18	–
7	* **Memories of Midnight.** Sidney Sheldon. Morrow (9/90; $21.95).	17	–
	An Inconvenient Woman. Dominick Dunne. Crown (6/90; $19.95)	17	–
8	**Devices and Desires.** P. D. James. Knopf (2/90; $19.95).	16	–
9	**Dragon.** Clive Cussler. Simon & Schuster (6/90; $21.95).	15	–
	Tales from Margaritaville: Fictional Facts and Factual Fancies. Jimmy Buffett. Harcourt Brace Jovanovich (9/89; $16.95)	15	10

	NONFICTION	#Wks on '90 List	#Wks on '89 List
1	**Wealth Without Risk.** Charles Givens. Simon & Schuster (12/88; $19.95).	41	48
2	* **Barbarians at the Gate: The Fall of RJR Nabisco.** Bryan Burrough and John Helyar. HarperCollins (1/90; $21.95).	36	–
3	* **Megatrends 2000.** John Naisbitt and Patricia Aburdene. Morrow (1/90; $21.95).	33	–
4	* **It Was on Fire When I Lay Down on It.** Robert Fulghum. Villard Books (9/89; $17.95)	31	15
5	* **Liar's Poker: Rising Through the Wreckage on Wall Street.** Michael M. Lewis. Norton (10/89; $18.95).	30	6
6	* **Men at Work.** George F. Will. Macmillan (4/90; $19.95).	26	–
7	**Dave Barry Turns 40.** Dave Barry. Crown (6/90; $16.95).	21	–
	You Just Don't Understand: Men and Women in Conversation. Deborah Tannen. Morrow (6/90; $18.95)	21	–
8	* **Homecoming: Reclaiming and Championing Your Inner Child.** John Bradshaw. Bantam (7/90; $18.95).	20	–
	* **All I Really Need to Know I Learned in Kindergarten.** Robert Fulghum. Villard Books (10/88; $15.95).	20	51
9	* **Secrets About Men Every Woman Should Know.** Barbara DeAngelis. Delacorte (2/90; $17.95).	19	–
10	**Beware the Naked Man Who Offers You His Shirt.** Harvey Mackay. Morrow (11/89; $19.95).	18	–
11	**The Seven Habits of Highly Effective People.** Stephen R. Covey. Simon & Schuster (8/89; $19.95).	16	–

* These titles achieved the #1 spot during their 1990 presence on *PW*'s Bestseller List.
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Longest-Running Paperback Bestsellers for 1990

As in previous years reprints of hardcover bestsellers dominated the mass market list, while humor continued to be the most popular category on the trade list. This year also welcomed many more quality works of nonfiction on the trade side.

MASS MARKET

		#Wks. on '90 List	#Wks. on '89 List
1	* **All I Really Need to Know I Learned in Kindergarten.** Robert Fulghum. Ivy Books (11/89; $5.95)	50	4
2	* **The Joy Luck Club.** Amy Tan. Ivy Books (6/90; $5.95)	25	-
3	* **Presumed Innocent.** Scott Turow. Warner (6/90; $5.95)	21	-
4	* **Clear and Present Danger.** Tom Clancy. Berkley (8/90; $5.95)	15	-
5	**The Pillars of the Earth.** Ken Follett. Nal/Signet (8/90; $5.95)	13	-
	* **The Hunt for Red October.** Tom Clancy. Berkley (3/90; $4.95)	13**	-
6	* **The Dark Half.** Stephen King. Nal/Signet (10/90; $5.95)	12	-
	Oldest Living Confederate Widow Tells All. Allen Gurganus. Ivy Books (10/90; $6.95)	12	-
	* **While My Pretty One Sleeps.** Mary Higgins Clark. Pocket Books (7/90; $5.95)	12	-
	The Russia House. John Le Carré. Bantam (7/90; $5.95)	12	-
	A Prayer for Owen Meany. John Irving. Ballantine (5/90; $4.95)	12	-
	When Rabbit Howls. The Troops for Truddi Chase. Jove (4/90; $4.95)	12	-
7	**The Shell Seekers.** Rosamunde Pilcher. Dell (2/89; $4.95).	11	43
	The Bonfire of the Vanities. Tom Wolfe. Bantam (11/88; $5.95).	11	26
	Billy Bathgate. E. L. Doctorow. Harper Paperbacks (2/90; $5.95)	11	-
8	**Postcards from the Edge.** Carrie Fisher. Pocket Books (9/90; $4.95)	10	-
	Garden of Lies. Eileen Goudge. Nal/Signet (7/90; $5.95)	10	-
	* **Star.** Danielle Steel. Dell (3/90; $5.95)	10	-
	* **Web of Dreams.** V. C. Andrews. Pocket Books (2/90; $5.50)	10	-
	A Thief of Time. Tony Hillerman. Harper Paperbacks (12/89; $4.95)	10	1

TRADE

		#Wks on '90 List	#Wks on '89 List
1	* **Codependent No More.** Melody Beattie. H & R/Hazelden (5/87; $8.95)	51	49
2	**The T-Factor Fat Gram Counter.** Jamie Pope-Cordle, Martin Katahn. Norton (11/89; $1.95)	45	-
3	* **50 Simple Things You Can Do to Save the Earth.** EarthWorks Group. EarthWorks Press (11/89; $4.95)	31	-
4	* **Weirdos from Another Planet!** Bill Watterson. Andrews & McMeel (4/90; $7.95)	29	-
5	**Dianetics: Revised Edition.** L. Ron Hubbard. Bridge (9/85: $8.95)	21	10
6	**From Beirut to Jerusalem.** Thomas Friedman. Doubleday/Anchor (8/90; $12.95)	16	-
7	**Happy Trails!** Berke Breathed. Little, Brown (3/90; $8.95)	15	-
	* **A Brief History of Time.** Stephen W. Hawking. Bantam (6/90; $9.95)	15	-
8	**The Road Less Traveled.** M. Scott Peck. Touchstone/S & S (1983; $9.95)	14	43
9	* **The Authoritative Calvin & Hobbes.** Bill Watterson. Andrews & McMeel (9/90; $12.50)	12	-
10	**Rand McNally Road Atlas 1990.** Rand McNally (11/89; $6.95)	11	2
	50 Simple Things Kids Can Do to Save the Earth. Earthworks Group. Andrews & McMeel (4/90; $7.95)	11	-
	The Secret Diary of Laura Palmer. As Seen by Jennifer Lynch. Pocket (9/90; $8.95)	11	-
11	**What to Expect When You're Expecting.** Eisenberg, Murkoff and Hathaway. Workman (1984; $8.95)	10	1
	* **The PreHistory of the Far Side.** Gary Larson. Andrews & McMeel (10/89; $12.95)	10	11
	The Language of Letting Go. Melody Beattie. HarperSanFrancisco/Hazelden (4/90; $8.95)	10	-
	14,000 Things to Be Happy About. Barbara Ann Kipfer. Workman (4/90; $6.95)	10	-
	Liar's Poker. Michael Lewis. Penguin (9/90; $8.95)	10	-

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PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*

ADVERTISING PRODUCTION ASSISTANT
Nancy Campoli *(212) 463-6558*

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Lorna Campbell *(212) 463-6604*

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Steve Chazen *(212) 463-6810*
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Jane Belostock *(212) 463-6797*
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Matthew Hurley *(708) 390-2917*
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
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FAX: *(708) 635-0929*

WEST
Jim Levitt *(818) 764-5101*
Laura Martinez
11921 Vose Street
North Hollywood, Calif. 91605
FAX: *(818) 982-6387*

SOUTHEAST
Cahners Publishing Company
Robin Mays *(404) 955-6500*
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX: *(404) 955-2585*

CANADA
Claude Choquette *(514) 348-3236*
The Rights Agency
C.P. 596, Station N
Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti *33-1-42-22-85-33*
80 Rue des Saints Peres
75007 Paris, France
TELEX: *205735 F ECOLOIS*

GERMANY
Marjorie McHenry *0211-556281*
Cahners Publishing Ltd.
Luegalle 10, D - 4000
Dusseldorf 11, West Germany
FAX: *0211 556231*

ITALY
Susanna Zevi *39-2-657-2465*
Agenzia
Letteraria Internazionale
Via Fratelli Gabba, 3
I-20121 Milano, Italy

JAPAN
Tom Mori *03-230-4081*
Tuttle-Mori Agency
Fuji Building, 8F
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Sven Gunnar Sarman,
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Susan Caputo
PRODUCTION EDITORS
Darcel Church, Lori Shor,

ASSISTANT TO THE PUBLISHER
Esther Reid *(212) 463-6812*
EDITORIAL INQUIRIES: *(212) 463-6758*

PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*
ADVERTISING PRODUCTION ASSISTANT
Nancy Campoli *(212) 463-6558*
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Joan Roman
CIRCULATION MANAGER
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HIGHLIGHTS

Late Bulletin

Freedgood Moves to HBJ

Editor-in-chief Cork Smith has announced that Anne Freedgood is joining the adult trade dvision of Harcourt Brace Jovanovich as senior editor. Freedgood has served as an editor at Doubleday where she was also director of Anchor Books; a senior editor at Random House where she was director of Vintage Books; and for the last three years she has been contributing editor at Summit Books.

St. Martin's Press and ABA

President Tom McCormack insists his decision not to attend this year's ABA convention is not aimed at ABA itself, but is intended only to save money; meanwhile some other publishers privately express sympathy; the ABA's Bernie Rath expects a record turnout, and notes that New York is a comparatively inexpensive venue for local publishers. *Page 9*

3% Growth Projected for '91

The Commerce Department anticipates a 3% growth in book publishing in the coming year, rising to a total of $17.3 billion, much of it connected with increased school enrollment and educational funding, plus higher book exports. *Page 10*

Author Heads NEA Literature Program

Joe David Bellamy, an author, publisher and professor, is the new director of the $5 million literature program of the National Endowment for the Arts. *Page 12*

Shashoua to Quit Publishing

British entrepreneur Roger Shashoua, who developed the *European Bookseller* and several new European book fairs, has announced he will retire from publishing-related activities. *Page 12*

Publishing for Jewish Readers

A wider range of topics, published toward a younger readership anxious to reclaim its Jewish heritage—often by secular publishers—characterizes this market today. A feature article begins on *page 13*.

Call for Information: Bologna

For our pre-Bologna Book Fair issue (March 15), publishers, agents and packagers who plan to attend are asked to send names and titles of attendees, plus a list of no more than five properties per imprint for which rights will be offered. Please indicate what rights are already sold. Information should be sent to Diane Roback at *PW*, **no later than February 8.**

Info Call: Spring Computer Books

For the March 29 Spring Computer Books Listings, please send a list of titles to be published between April and August 1990. We need title, author, price and a brief description of the book; please list according to month of publication. Information should be sent to: Joanne Tangorra, 1013 Little High St., Charlottesville, Va. 22901; (804) 296-9639, **no later than February 27.**

Reminder: Gardening Bestsellers

Publishers of gardening books are reminded that for a February 8 issue we still need information on all-time gardening bestsellers (see Highlights, Dec. 21, 1990, for details). Send to Daisy Maryles at *PW* **as soon as possible.**

AAP Sales Report for November

Category	% change, November*	% change, YTD
Adult hardcover	-20.2	4.4
Adult paperback	-20.8	4.4
Juvenile hardcover	31.9	17.6
Juvenile paperback	7.1	16.2
Univ. pr. hardcover	8.4	7.7
Univ. pr. paperback	1.4	12.4
Bibles, etc.	21.7	15.8
Mass market paperback	-20.9	7.2
Book club	6.5	1.9
Mail order	-3.4	-10.9
Sci-tech	24.2	10.1
College texts	25.2	10.1
School texts	-0.1	4.2

**Percent changes measured against same time periods, 1989.*

***November was a lackluster sales month,** according to AAP figures, with both major adult trade categories showing severe slippage, to finish with year-to-date figures only 4.4% above those of 1989. Children's books, in hard and soft covers, continued to outpace the field, while mass market titles slipped back after recent gains, and mail-order books continued an extended decline.*

POSITIONS OPEN

NATIONAL MAGAZINE for children, 3 million circulation and expanding staff, seeks editors, entry, middle, senior levels. Must have degree in education, journalism, or related field; love of children, ideas, language, education; high energy level; keen judgment; ability to write, organize, work cooperatively. Editorial offices located in historic building in charming Pocono Mountain town, 100 miles from New York City. Positions involve regular interaction with prominent national and international educators, writers, publishers. Letter of application, résumé, salary history to: Managing Editor, Highlights for Children, 803 Church Street, Honesdale, PA 18431.

EDITORIAL POSITIONS OPEN

Reference project 2-3 years. N.W. Bergen County.

- **Copy and Proof Chief** - 5 years reference experience
- **Production Editor** - book publishing experience; word processing, WordPerfect 5 or 5.1 preferred.
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The American Printing House for the Blind, Inc. in Louisville, Kentucky has an immediate opening for a Textbook Consultant.

Job requirements will include developing a working relationship with textbook publishers to secure blanket permissions to reproduce textbooks in Braille and Large type print and to serve as liaison with publishers and ex-officio members of American Printing House for the Blind.

The position requires four to six years experience in textbook selection or textbook publishing, a degree in education, communications, or related field. Teaching experience would be helpful.

Please forward résumé of work experience to:

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SALES OFFICES

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FAX-*(212)-463-6653*
TELEX-*127-703 RR BOWKER*

PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*

ADVERTISING PRODUCTION ASSISTANT
Nancy Campoli *(21[illegible]558*

CONTRACTS COORDINATOR
Lorna Campbell *(212) 463-6604*

NEW YORK
Steve Chazen *(212) 463-6810*
Lynn Myers *(212) 463-6811*
Jane Belostock *(212) 463-6797*
Patricia Fiore *(212) 463-6809*
John Turner *(212) 463-6784*

MIDWEST
Matthew Hurley *(708) 390-2917*
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX: *(708) 635-0929*

WEST
Jim Levitt *(818) 704-5101*
Laura Martinez
11921 Vose Street
North Hollywood, Calif. 91605
FAX: *(818) 982-6387*

SOUTHEAST
Cahners Publishing Company
Robin Mays *(404) 955-6500*
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX: *(404) 955-2585*

CANADA
Claude Choquette *(514) 348-3236*
The Rights Agency
C.P. 596, Station N
Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti *33-1-42-22-85-33*
80 Rue des Saints Peres
75007 Paris, France
TELEX: *20[illegible]35 F ECOLOIS*

GERMANY
Marjorie McHenry *0211-556281*
Cahners Publishing Ltd.
Luegalle 10, D - 4000
Dusseldorf 11, West Germany
FAX: *0211 556231*

ITALY
Susanna Zevi *39-2-657-2465*
Agenzia
Letteraria Internazionale
Via Fratelli Gabba, 3
I-20121 Milano, Italy

JAPAN
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Tuttle-Mori Agency
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Agencia Literaria
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TELEX: *50459 COPT E*

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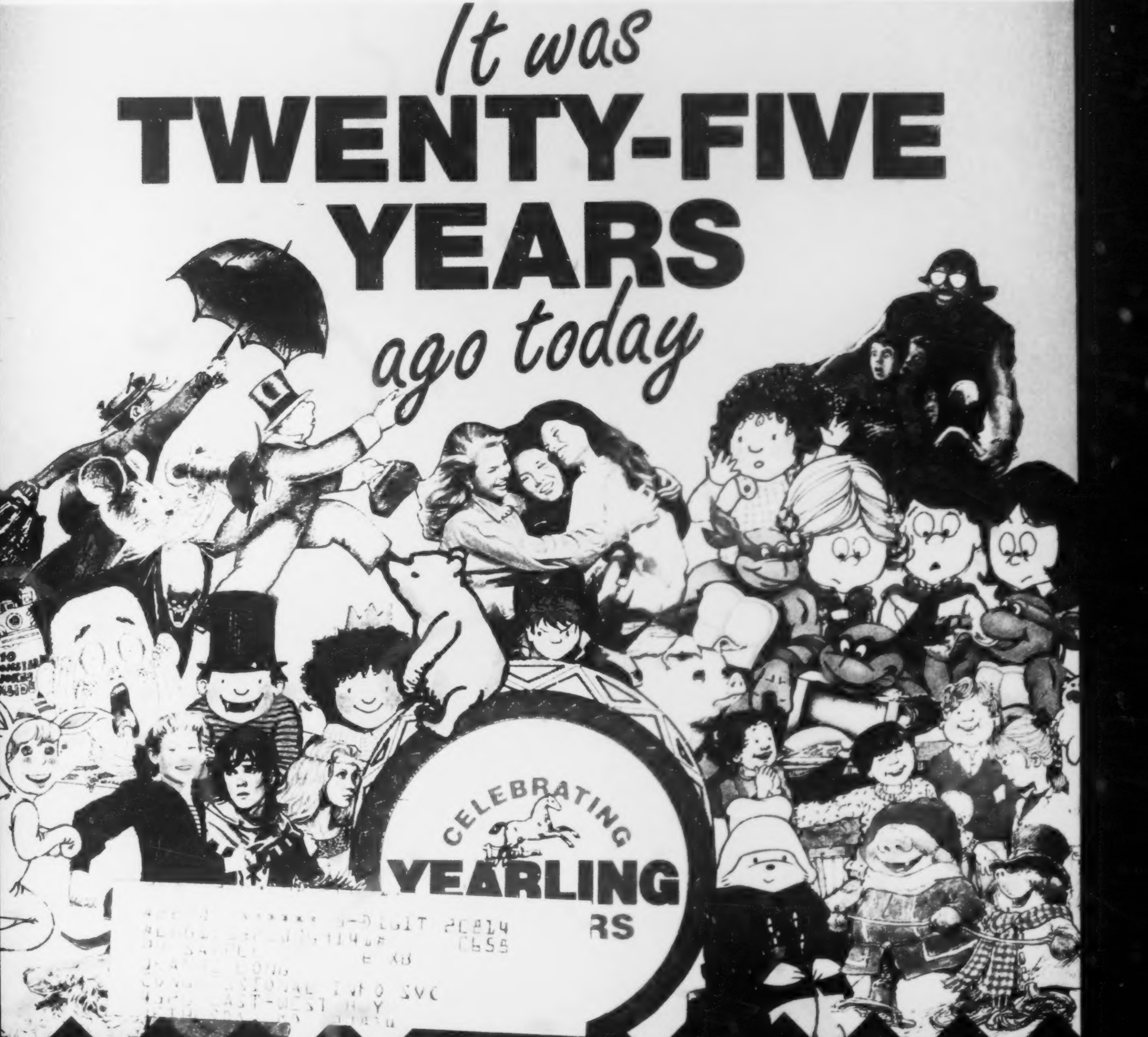
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Nancy Brown
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Susan Caputo
PRODUCTION EDITORS
Darcel Church, Lori Shor

ASSISTANT TO THE PUBLISHER
Esther Reid *(212) 463-6812*
EDITORIAL INQUIRIES: *(212) 463-6758*

PRODUCTION DIRECTOR
Sharon Goodman
PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*
ADVERTISING PRODUCTION ASSISTANT
Nancy Campoli *(212) 463-6558*
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Lorna Campbell *(212) 463-6604*
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CROSS CURRENTS

Like other department heads at the *New York Times*, Rebecca Sinkler of the *Book Review* has been asked "to make small cuts in the news hole." "In Short," the two-page roundup of brief reviews, has already been cut to one page, and the front-page essays will be reduced from 52 a year to about 25. Sinkler said that making cuts in two of the features seemed the best way to meet the mandate "without weakening our mission, which is to review as many books as we can."

For 25 years, starting when he was still at school, Ron Watson worked at Mills Bookstores in Nashville. He bought the company in 1987 and last year, buffeted by economic turbulence, had to close it down. Now, involved in buying in the product group at Ingram Book Company, his career has taken a corporate turn. "I'm used to the hustle and bustle of a store and to making all the decisions, large and small," Watson said. "Now I don't have to make all the decisions and I'm enjoying it very much. Also, it's a good opportunity to learn a different area of the book business."

The bestselling *Ernst & Young Tax Guide*, published heretofore by Ballantine, is moving to John Wiley and will make its first appearance under that imprint in December of this year. Wiley's relationship with the accounting firm began in 1984 when it began publishing the Arthur Young Business Guide Series and has been further expanded through the acquisition of *Ernst & Young's Tax Savings Strategies*, also formerly with Ballantine.

Claiming 32% of the paperback market and hankering for more, romance novelists are stepping up industry networking. The first of several statewide events will take place March 3 when the New Jersey Romance Writers sponsor "A Salute to Booksellers, Distributors and Sales Reps" at a brunch at the Ramada Renaissance Hotel in East Brunswick. In addition to a dozen booksellers, other guests will include Steven Mason of Ingram, Sue Pizza of Baker & Taylor, Steve Goldberg of Bookazine, Sharon Hales of Sher Distributing, Pat Koen of Koen Book Distributors, Denise Little of B. Dalton and Sheryl Stebbins of Waldenbooks.

After 35 years in archival seclusion, two book manuscripts of H. L. Mencken were unsealed January 29: *My Life as Author and Editor* and *Thirty-Five Years of Newspaper Work.* Mencken placed the original copies at the Enoch Pratt Free Library in his hometown of Baltimore and sent sealed carbon copies to the New York Public Library and the Dartmouth College Baker Library. "Mencken believed at the time he closed up the manuscripts that they were ready for publication," says Dartmouth special collections librarian Philip Cronenwett. Several publishers are already in pursuit, and the Pratt Library has publication rights, as it did with *The Diary of H.L. Mencken* (Knopf). "We're assuming they'll proceed as they did with publication of the *Diary*," Cronenwett says, "hopefully a lot faster because that took 10 years to publish."

Inland Forms Unit to Distribute Small Presses on Exclusive Basis

Inland Book Company, wholesaler for some 1500 small publishers on a nonexclusive basis, has formed InBook, a subsidiary that will be the exclusive trade distributor for a limited number of small presses.

A distribution, sales and marketing company with a commission sales force of 12, InBook to date has signed 22 publishers from the U.S., Canada and England. Among book publishers they include the Women's Press, Ltd., Banned Books, Bay Press, Curbstone Press, Earthscan Publications, Second Story Press, Africa World Press and Red Sea Press. Calendar publishers include Steeleworks, Susan Riecken and Lunar Press.

David Wilk, president of Inland Book Company, said, "In bringing this new business into existence, we are responding to the needs of booksellers and publishers alike, in a concentrated, focused way that did not suit us as a broadly based wholesaler. InBook, with its background in wholesale levels of service, will offer booksellers efficient shipping and billing, modern sales services and a dedication and commitment to alternative publishing."

Ann Grossman, formerly of Unwin Hyman and David R. Godine Publisher, has been named sales manager of InBook. Booksellers interested in receiving catalogues or a visit from a sales representative should call her at (800) 253-3605. Publishers interested in distribution services should call David Wilk at (203) 467-4257.

Houghton Posts 1990 Results

Houghton Mifflin reported a 4.3% increase in sales and a decline in income for 1990. Net sales were $421.6 million, up from $404.4 million in 1989. Net income declined to $18 million from 1989's $23 million.

Net income in 1990 included a fourth quarter after-tax special charge of $3.3 million of intangible assets related to former educational book publishing activities of the Riverside Publishing Company.

Fourth quarter net sales were $76.6 million, a decline from $82.8 million in 1989. The company said it historically has reported a loss for the fourth quarter; 1990's loss was $8.3 million as compared with 1989's loss of $1.1 million.

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Mail order	-5.8	-10.3
Sci-tech	24.0	7.5
College texts	4.2	7.7
School texts	-18.2	3.5

**Percent changes measured against same time periods, 1989.*

Beyond Mugs, Sweatshirts and Textbooks

A common misconception is that college stores are a meager outlet for trade books. Not so, according to a National Association of College Stores survey. In fact, in larger college bookstores, the average sales of general book departments is over $1.3 million apiece, with trade books composing nearly 63% of that figure. In smaller college stores, trade books constitute fully 75.8% of general book sales. These were among the conclusions of a survey of 18 representative stores that participated in NACS's survey of the 100 largest college stores in the country. The smaller survey was conducted by NACS's general book committee. (For purposes of the survey, nontrade titles were defined as text, technical and reference and university press books.)

Other findings were that 55.5% of the 18 respondents said that sales of trade titles were increasing in relation to other books in general book departments, while 45.5% said sales were unchanged.

The general book department categories with the strongest growth rates during the year, according to the survey, were, in descending order, nature/environment (mentioned by 66.6% of respondents), trade computer (50%), test preps/college guides (44.4%), contemporary fiction in trade paper (38.8%), trade science (38.8%), business (33.3%), humor (27.7%), gender studies (27.7%), children's (22.2%), ethnic studies (16.6%) and travel (16.6%).

Book categories with reported slowdowns in sales were hardcover fiction (mentioned by 61.1% of respondents), biography (38.8%), political science/current events (33.3%), New Age (22.2%), cookbooks (22.2%), general history (22.2%) and books on tape (16.6%).

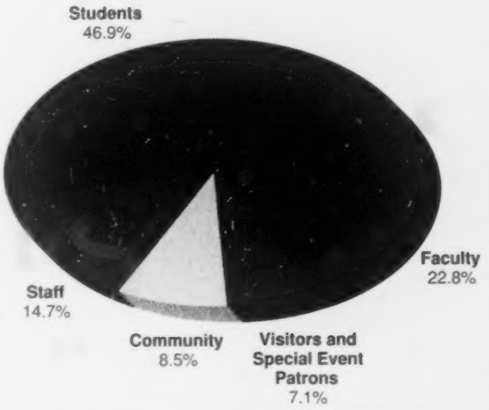
In terms of absolute dollar sales, the most successful categories reported were trade computer (with 10.1% of the average stores' sales), paperback fiction (6.8%), children's (4.9%), humor (4.5%), business (4.5%), cookbooks (3.2%), hardcover fiction (1.9%).

While students are the largest single category of customer in the general book departments of college stores, they constitute less than half of regular customers (46.9%), according to the survey. The others: faculty make up 22.8% of customers; staff, 14.7%; community, 8.5%; and visitors and special-event patrons, 7.1%.

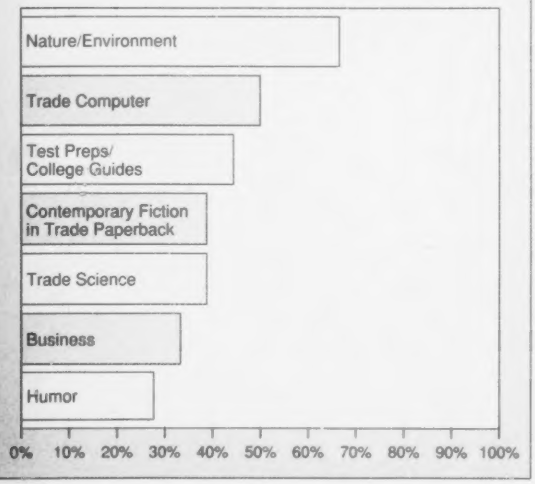
Asked about how effective various promotions are, respondents listed, in declining order of usefulness: price-off; author signings; end-cap merchandisers; dumps; in-house flyers; window displays; in-house posters; publishers' flyers; publishers' posters; newsprint ads; radio ads

—J. M.

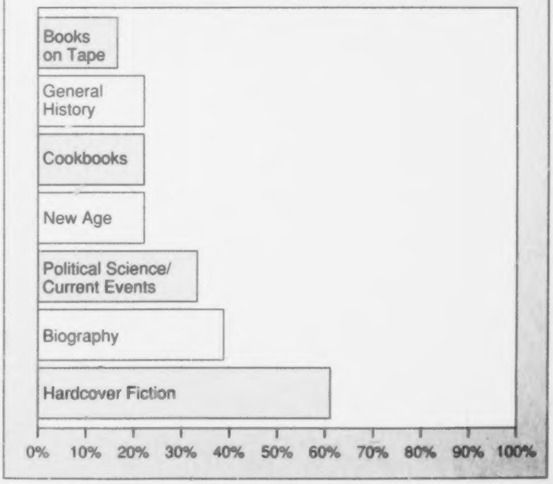
Customers of College Store General Book Departments



The Seven Fastest-Growing Categories in College Store General Book Departments



The Seven Categories with the Greatest Slowdown in Sales in College Store General Book Departments



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SALES OFFICES

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Corporate Sales: A Tug-of-War Over Territory

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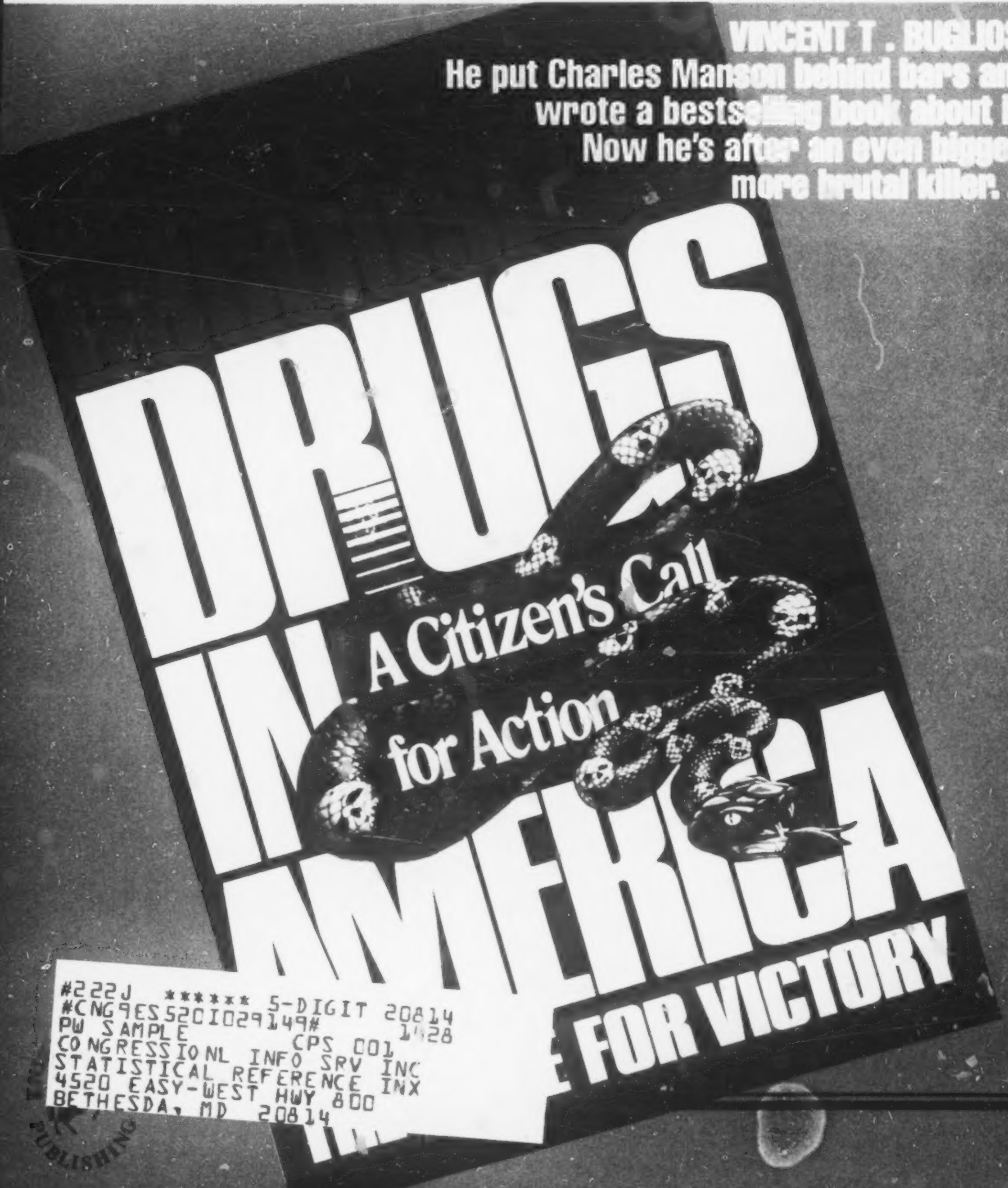

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Fiction Sales Outpace Nonfiction

In hardcover, veteran novelists take over all fiction spots; fewer nonfiction highrollers, although celebrity and household names dominate here too

BY DAISY MARYLES

Whether one counts 1990 as the end of the decade of the '80s—a period marked by reckless growth and spending—or the beginning of the more sobering decade of the '90s, the residual effects of some of the high-powered marketing, publishing and selling techniques of past years were still evident when assessing the year's bestsellers. (These are books whose publishers claim sales of 100,000 copies or more "shipped and billed" during 1990.)

A few telling points about the 1990 bestsellers:

- Fewer works of fiction and nonfiction sold over 100,000 copies in 1990 than in 1989;
- Not one of the books with sales figures over 100,000 was by a first novelist; in fact, all the top-15 fiction sellers were by veteran writers who have achieved annual bestseller status with previous titles;
- Fiction sales were much stronger than nonfiction sales, especially among the top contenders;
- The three leading nonfiction sellers all had TV tie-ins of some sort, and celebrity status—on the entertainment, sports, political and journalistic fronts—was highly visible among the books that did score;
- Selling enough to place on weekly national charts and these end-of-the year lists was not enough to achieve publishers' full expectations; several of the bestellers of last year are also included among the books that disappointed (see page 44);
- For the third year in a row, only fiction titles entered the coveted million-copy sales club, although one nonfiction book that went on the lists in 1989—*Wealth Without Risk*—passed the million mark in 1990.

Last year, 54 novels sold over 100,000 copies, down significantly from the 1989 record of 63. The 1989 record of 27 fiction books with sales over 200,000 still stands; the 1990 tally had 21 such books. In 1989, 41 novels hit the 150,000 mark, setting a record that also was not broken in 1990, which scored 37. But there is good news in the fiction figures, and two new records were set at the high end of the list. Five books went over the one million mark, one more than last year; and for the first time, all 15 top fiction bestsellers went over the 300,000 mark in sales. This level was reached only once before in the history of annual bestseller charts: last year in the nonfiction list.

But there is no resting on laurels in these end-of-year lists. The nonfiction record in 1989 indeed included sales of 300,000+ for not only the top 15 but also for seven of the runners-up. A year later, however, the 300,000 sales mark was reached by just the top 14 titles. In fact, on almost every rung of the annual nonfiction bestseller chart, sales were below the levels of the last few years. Only 60 nonfiction books reported sales of 100,000 or more, down considerably from last's year's record of 78, and even from the 76 and 72 figures from 1988 and 1987 respectively.

Softer sales were also evident at the top of the list. While a sale in the 600,000 range is very respectable, it hasn't earned a player the lead position on an annual list since 1982. The drop at the 200,000 mark was also significant in nonfiction—21 books went over that figure in 1990, nowhere near the 33 1989 titles that scored in that range.

While each year we observe that brand names and veterans carry the list, that point was driven home even more strongly in 1990. Not only were there no first novels among the fiction bestsellers with sales over 100,000, but it was hard to find even a single breakout novel for an up-and-coming author. That observation was true on the nonfiction level also. Politicians, thespians, athletes and how-to titles virtually dominated the list.

Behind the Numbers

The books on *PW*'s annual bestseller lists, including all the runners-up, are based on sales figures supplied by publishers for new books published in 1989 and 1990. These figures, according to the publishers, reflect only 1990 U.S. trade sales—that is, sales to bookstores, wholesalers and libraries. Publishers, as always, were specifically instructed *not* to include book club, overseas and direct-mail transactions in their figures. Some books appear in the listings without sales figures; these were submitted to *PW* in confidence, for use only in placing the titles in their proper positions.

"Sales," as used on these lists, refer to books shipped and billed in calendar year 1990. Publishers were told to take into account returns made through February 1, 1991. In many cases, the 1990 sales numbers include books still on bookstore and wholesaler shelves, books on the way back to the publishers' warehouse and/or books already on returns piles but not yet calculated.

The only title among the 54 fiction books reporting sales over 100,000 copies that still hasn't placed on a weekly national chart is the November Dutton release *House Without Doors* by Peter Straub.

In nonfiction, there were many more titles that have yet to land on a weekly list. *Better Homes and Gardens New Cook Book* has a second run on these annual lists without a weekly appearance; while this is an extensive revision of a 1929 classic, booksellers regard it as a backlist bestseller and seldom report it to the weekly charts. The list of frontlist bestseller titles with high sales claims but no appearance on a weekly national chart include *Jane Brody's Good Food Gourmet, If I Ever Get Back to Georgia, Sunday Nights at Seven: The Jack Benny Story, The Discovery of Bismarck, A Child Is Born, Angela Lansbury's Positive Moves, Songs of the Doomed*, as well as a number of titles that, like the BH&G book, are often regarded as backlist staples.

Other Bestsellers

There were a few books with significant sales that we omitted from this listing of fiction and nonfiction titles, even though publishers' sales claims were over the 100,000 mark. A category that usually fares extremely well among trade paperback top sellers is cartoon compendiums, and 1990 saw a number of them succeed in the hardcover format. Knopf's *New Yorker Book of Cat Cartoons* placed on the lower rungs of weekly charts and had sales of more than 107,000. Matt Groening had two cartoon books in hardcover—*The Big Book of Hell* from Pantheon, with sales of 105,719, and *The Simpsons' Xmas Book* from HarperCollins. While the latter, according to the publisher, sold close to the 400,000 figure, it has never appeared on *PW*'s weekly charts.

A gift edition of the *All I Need to Know I Learned in Kindergarten*, which was a reprint of the first chapter of the million-copy bestseller, earned Villard sales of 233,397 copies in 1990. And Dutton had sales of around 400,000 for its November title *Sam Walton: The Inside Story of America's Richest Man*; more than 300,000 copies were sold through Walton's Wal-mart stores.

The Fiction Top Sellers

Jean Auel, Stephen King, Danielle Steel and Sidney Sheldon captured four of the five top spots with sales surpassing the million mark, an achievement that was no less impressive even though it was a repeat. During Auel's tenure in the #1 spot on weekly U.S. charts, the author was enjoying the same success internationally, hitting the top of lists in Canada, the Netherlands, Norway, Britain, Australia, Denmark and Sweden. Auel's opus, the fourth installment in the Earth's Children saga, enjoyed sales of more than 1.6 million, a figure that overtook her previous record of 1.4 million for *The Mammoth Hunters* in 1985.

Certainly Stephen King was the bestselling novelist of the '80s, and he seems to be getting a jump-start on the '90s with two books among the top 10. His million-copy bestseller for the year, *Four Past Midnight*, was a collection of previously unpublished novellas. His second winner, the restored *The Stand*, sold 653,828. When the book first came out in a shorter version in 1978, it did not even place among the top 25 fiction sellers.

Sidney Sheldon's second bestseller to hit the million-copy mark in the first year of sales, *Memories of Midnight*, brings back Catherine Douglas, the popular heroine from his 1974 hardcover *The Other Side of Midnight*; while that title enjoyed a modest hardcover sale, it went on to be one of the biggest mass market bestsellers in 1975. Sheldon first hit the million mark in 1988 with *The Sands of Midnight*.

The Women in His Life
The Plains of Passage
Jean M. Auel
Stephen King
The Stand
Memories of Midnight
The Bad Place
Dean R. Koontz
Judith Krantz
Colleen McCullough
Clive Cussler
Jackie Collins
Lady Boss
September
Rosamunde Pilcher

Jack Dee

A perennial author on these lists is Danielle Steel, and her 25th bestselling novel, *Message from Nam*, made it to #5 with sales of 1,037,006. Even so, one could say that 1990 wasn't one of her most successful years, considering that just a year earlier she had two books on the annual lists with sales of one million plus—*Daddy* at #3 and *Star* at #7.

A newcomer to the million-copy club was Scott Turow, with *Burden of Proof* (FSG). The year proved to be a mega-success for the lawyer-turned-author as the movie based on his first novel, *Presumed Innocent*, was a box office hit. That book sold about 700,000 copies during its first year run, giving it the #7 spot on the 1987 list.

Two bestsellers with sales well over the 500,000 level were Robert Ludlum's *The Bourne Ultimatum*—

#6 with sales of 679,550—and *Lady Boss* from Jackie Collins via Simon & Schuster. Ludlum's previous annual bestseller, *The Icarus Agenda*, fared a bit better with 1988 sales of 827,849, enough for the #4 spot. An earlier Bourne title, *The Bourne Supremacy*, was #4 in 1986 with sales of 657,054. Collins, another regular to weekly and annual lists, also brought back a popular character, Lucky Santangelo, from two previous megasellers, *Chance* and *Lucky*.

PW's 1990 Bestsellers FICTION

1. **The Plains of Passage** by Jean M. Auel. Crown (10/17/90); 1,686,589
2. **Four Past Midnight** by Stephen King. Viking (9/10/90); 1,277,268
3. **The Burden of Proof** by Scott Turow. Farrar, Straus & Giroux (6/90); 1,044,513
4. **Memories of Midnight** by Sidney Sheldon. Morrow (9/10/90); 1,040,217
5. **Message from Nam** by Danielle Steel. Delacorte (6/21/90); 1,037,006
6. **The Bourne Ultimatum** by Robert Ludlum. Random House (3/27/90); 679,550
7. **The Stand: The Complete & Uncut Edition** by Stephen King. Doubleday (5/18/90); 653,828

*8. **Lady Boss** by Jackie Collins. Simon & Schuster (10/90)

9. **The Witching Hour** by Anne Rice. Knopf (11/14/90); 498,522
10. **September** by Rosamunde Pilcher. St. Martin's/A Thomas Dunne Book (5/1/90); 476,224
11. **Dazzle** by Judith Krantz. Crown (1/4/91); 422,690
12. **The Bad Place** by Dean R. Koontz. Putnam (1/16/90); 387,578
13. **The Women in His Life** by Barbara Taylor Bradford. Random House (7/27/90); 332,133
14. **The First Man in Rome** by Colleen McCullough. Morrow (10/31/90); 326,465

*15. **Dragon** by Clive Cussler. Simon & Schuster (6/90)

Note: Rankings are determined by sales figures provided by publishers; the numbers generally reflect reports of copies "shipped and billed" in calendar year 1990 and take into account some of the early returns through the end of January 1990. In many cases, publishers do not yet know what their total returns will be so none of these figures should be regarded as final net sales.

***Sales figures were submitted to *PW* in confidence, for use only in placing the title in its correct position on the list.**

Three fiction veterans reaped sales in the 400,000-and-over level. Anne Rice's previous successes have been the Vampire Chronicles, with her best performance up until 1990 for *The Queen of the Damned*, #7 in 1988 with sales of 398,773. Her latest opus moves on to witchcraft and the occult, and she seems to have reached even more fans with that supernatural genre; sales of 498,522 gave her the #9 spot in 1990. Judith Krantz's #6 bestseller *Dazzle* did not fare quite as well as her 1988 bestseller *Till We Meet Again*—#6 that year with sales of 506,697. Nevertheless, the 422,690 figure earned her the #11 position in 1990.

Rosamunde Pilcher had been writing short fiction for nearly 40 years before she had her first major U.S. success with *The Shell Seekers* (#27 in 1988 with sales of 182,445); according to her publisher, St. Martin's, combined paper and hardcover sales have gone over the three milion mark in the U.S. and Canada since then. Fans were obviously eagerly waiting for *September*, which enjoyed sales of 476,224 in 1990.

Dean R. Koontz gained new hardcover fans with *The Bad Place*, outselling his previous record hardcover performance, set only last year with sales of 310,000 for *Midnight*. Barbara Taylor Bradford claims sales in 30 countries and 19 languages for her bestselling books. Her latest, *The Women in His Life*, lucky #13 with sales of 332.133, was just a shade below her previous end-of-year bestseller—*To Be the Best*, #8 in 1988 with sales of 358,913. Colleen McCullough first made publishing history in 1977 when *The Thorn Birds* made it to #2 on the annual charts with sales of more than 590,000; for many years, it enjoyed another record milestone—a $1.9 million reprint sale. Clive Cussler's 10th book *Dragon* rounds out the list of the top 15; he rounded out the 1986 list with a previous bestseller, *Cyclops*.

The Fiction Runners-Up

The second tier of the 1990 bestsellers, too, follows the patterns set by the top-selling novels—bestselling veterans continue to be just that. All the authors have enjoyed sales successes with previous titles, and many also enjoyed healthy runs on the weekly bestseller charts.

16. *Longshot* by Dick Francis (Putnam, 299,960)
17. *Under Siege* by Stephen Coonts (Pocket)
18. *Jurassic Park* by Michael Crichton (Knopf, 231,604)
19. *Buffalo Girls* by Larry McMurtry (S & S)
20. *A Ruling Passion* by Judith Michael (Poseidon)
21. *Sullivan's Sting* by Lawrence Sanders (Putnam, 209,043)
22. *The Golden Orange* by Joseph Wambaugh (Morrow)
23. *Vital Signs* by Robin Cook (Putnam, 195,544)
24. *Bittersweet* by LaVyrle Spencer (Putnam, 191,018)
25. *Coyote Waits* by Tony Hillerman (HarperCollins, 183,756)
26. *The Ruby Knight* by David Eddings (Del Rey, 182,479)
27. *Devices and Desires* by P. D. James (Knopf, 180,765)
28. *The General in His Labyrinth* by Gabriel Garciá Márquez (Knopf, 178,915)
29. *An Inconvenient Woman* by Dominick Dunne (Crown, 175,815)
30. *The Scions of Shannara* by Terry Brooks (Del Rey, 173,928)

Fiction's 100,000+ Group

There were seven titles with sales of more than 150,000 in 1990 that did not make a top-30 list, a smaller figure than in 1989, when 11 books racked up similar sales figures. The 1990 titles include *Mountain Laurel* by Jude Deveraux (Pocket); *Counterattack* by W.E.B. Griffin (Putnam); *Star Trek: Prime Directive* by Judith and Garfield Reeves-Stevens (Pocket); *The Outlaws of Mesquite* by Louis L'Amour (Bantam); *The Shepherd* by Joseph Girzone (Macmillan); *Rabbit at Rest* by John Updike (Knopf); and *Masquerade* by Janet Dailey (Little, Brown).

Ten novels reported sales of more than 125,000: *Stardust* by Robert B. Parker (Putnam); *White Ninja* by Eric V. Lustbader (Fawcett/Columbine); *Spy Sinker* by Len Deighton (Knopf); *Harvest* by Belva Plain (Delacorte); *Skinny Legs and All* by Tom Robbins (Bantam); *Hocus Pocus* by Kurt Vonnegut (Putnam); *Surrender the Pink* by Carrie Fisher (S & S); *House Without Doors* by Peter Straub (Dutton); *The Evening News* by Arthur Hailey (Doubleday); and *The Gold Coast* by Nelson DeMille (Warner).

Another seven works of fiction racked up sales of 100,000 or more: *Hammerheads* by Dale Brown (Fine); *The Rowan* by Anne McCaffrey (Putnam); *Always & Forever* by Cynthia Freeman (Putnam); *Get Shorty* by Elmore Leonard (Delacorte); *Clear and Present Danger* by Tom Clancy (Putnam); *Time Bomb* by Jonathan Kellerman (Bantam); and *Second Child* by John Saul (Bantam).

Nonfiction Leaders

Many of the top 15 nonfiction bestsellers have television connections of one sort or the other, clearly demonstrating that that medium's exposure helps sell books. Leading off the bestseller parade is Charles Kuralt, the anchor of the CBS News broadcast *Sunday Morning*, with sales of 602,371 for *A Life on the Road*, well below the number garnered by top performers in the last 10 years when an annual sales rate of 700,000 to multimillion copies were needed to get the top spot. Kuralt's popular "On the Road" segments figured in his previous bestseller, *On the Road with Charles Kuralt*, #13 in 1985 with sales of 260,000.

Jeff Smith's popular cookbooks regularly land on these end-of--year lists, and his success has much to do with his national PBS series. His latest book, *The Frugal Gourmet on Our Immmigrant Heritage*, covers 35 ethnic traditions, sold over 500,000 copies and was the companion to a 39-part TV series.

MILLIE
CLEVELAND AMORY
THE CAT AND THE CURMUDGEON
KNOWS
BY WAY OF DECEPTION
WEALTH WITHOUT RISK
Charles Givens
CHARLES KURALT
A LIFE on the Road
THE CIVIL WAR
DON'T SHOOT, IT'S ONLY ME
BOB HOPE
with Melville Shavelson
An American Life
Ronald Reagan
THE AUTOBIOGRAPHY
NEW COOK BOOK
JOHN BRADSHAW
HOMECOMING
Ten New Directions For the 1990's
MEGATRENDS 2000
John Naisbitt & Patricia Aburdene

Jack Dee

The celebrated PBS television series *The Civil War* certainly helped its eponymous companion volume sell enough books for the #2 slot. Knopf reported sales of 560,931 in 1990, and the book is still enjoying a brisk rate of sales in 1991. Considering the $50 ticket price, the book is easily the year's bestselling nonfiction grosser in dollars.

John Bradshaw's *Homecoming* had a long tenure on the 1990 weekly charts and continues to sell extremely well in 1991. His book's publication, too, conicided with a PBS-TV series of the same name.

Recession, a soft real estate market and other financial woes all had an adverse effect on the bottom lines of personal and corporate players last year. But one who benefitted was Charles Givens, a self-made millionaire who regularly appears on television offering advice on how to get—and stay—rich. He was able to do so handily with two bestsellers among the year's top-15—*Financial Self-Defense*, at #5, and *Wealth Without Risk* at #7.

Controversy surrounded *An American Life*, Ronald Reagan's autobiography, which placed #9 on the annual charts. The book did have a two-month tenure on *PW*'s weekly lists, but since first printing and publisher payment for the book have been shrouded in secrecy, its success has come under scrutiny. The publisher's claim that it is the bestselling presidential autobiography carries weight—Richard Nixon's *Memoirs* sold about 262,000 copies in its first year of publication, giving it the #6 spot in 1968. Jimmy Carter's memoirs sold about 200,000 copies in 1982, enough to place it at #17 for that year.

Controversy of a different nature certainly helped put *By Way of Deception* on top of the charts during 1990. The inside account of Israel's intelligence operation, the Mossad, by one of its former members, made front-page headlines when the government of Israel tried to surpress its U.S. distribution. The attention helped propel the book on to the list and, coupled with the explosive information contained within the pages, authors Ostrovsky and Hoy had a 12-week run on the weekly charts, about half in the #1 slot.

Seven years after John Naisbitt's extraordinary bestseller *Megatrends*, with sales of more than one million in the first two years of its hardcover life (1982 and 1983), the author returned with *Megatrends 2000*. While its sales did not match the early book, it landed at the #10 spot with sales of 376,895.

Curiously, of all the star biographies in 1990, country singer Barbara Mandrell's *Get to the Heart* had the best book box office score with sales well over 300,000 copies. A key reason for the success, according to the publisher, was the author's willingness to give a lot of time to promoting the book, an important factor for selling a celebrity title.

The sports arena delivered two top-15 winners—in football, the phenomenal Bo Jackson, one of the few athletes to play pro baseball and football, made it to the bestseller

PW's 1990 Bestsellers NONFICTION

1. **A Life on the Road** by Charles Kuralt. Putnam (11/8/90); 602,371
2. **The Civil War** by Geoffrey C. Ward with Ric Burns and Ken Burns. Knopf (10/12/90); 560,931
3. **The Frugal Gourmet on Our Immigrant Heritage: Recipes You Should Have Gotten from Your Grandmother** by Jeff Smith. Morrow (11/26/90); 535,479
4. **Better Homes and Gardens New Cook Book** by Better Homes and Gardens Editors. Better Homes and Gardens (8/1/90); 527,769

*5. **Financial Self-Defense: How to Win the Fight for Financial Freedom** by Charles J. Givens. Simon & Schuster (11/90)

*6. **Homecoming: Reclaiming and Championing Your Inner Child** by John Bradshaw. Bantam (7/16/90)

*7. **Wealth Without Risk: How to Develop a Personal Fortune Without Going Out on a Limb** by Charles J. Givens. Simon & Schuster (12/88);

8. **Bo Knows Bo** by Bo Jackson and Dick Schaap. Doubleday (11/12/90) 394,043

*9. **An American Life: An Autobiography** by Ronald Reagan. Simon & Schuster (11/90)

10. **Megatrends 2000: Ten New Directions for the 1990s** by John Naisbitt and Patricia Aburdene. Morrow (1/15/90); 376,896
11. **By Way of Deception: The Making and Unmaking of a Mossad Officer** by Victor Ostrovsky and Claire Hoy. St. Martin's (9/90); 369,131

*12. **Get to the Heart: My Story** by Barbara Mandrell and George Vecsey. Bantam (9/90)

13. **Millie's Book: As Dictated to Barbara Bush** by Mildred Kerr Bush. Morrow (9/17/90); 345,570
14. **Men At Work: The Craft of Baseball** by George F. Will. Macmillan (4/2/90); 301,436
15. **The Cat and the Curmudgeon** by Cleveland Amory. Little, Brown (10/1/90); 289,725

Note: Rankings are determined by sales figures provided by publishers; the numbers generally reflect reports of copies "shipped and billed" in calendar year 1990 and take into account some of the early returns through the end of January 199[illegible] many cases, publishers do not yet know what the [illegible] returns will beo none of these figures should [illegible] regarded as final net sales.

*Sales figures were submitted to *PW* in confidence, for use only in placing the title in its correct position on the list.

ranks with *Bo Knows Bo*; it sold 394,043 in 1990, enough for the #8 spot. In baseball, columnist George Will's *Men at Work* sold 301,436, last year giving it the #14 ranking.

A cat and a dog had a good year. The presidential spaniel Millie shared her White House experiences and was also kind enough to donate all proceeds from the project to the Barbara Bush Foundation for Family Literacy, nice considering sales of 314.570 copies in 1990. Cleveland Amory's cat Polar Bear, helped propel the author, the founder and president of Fund for Animals, onto the bestseller lists in 1987 with *The Cat Who Came for Christmas* and again in 1990 with sales of 289,725 for *The Cat and the Curmudgeon.*

Nonfiction Runners-Up

As noted earlier, some of the books in this second ranking figure heavily in *PW*'s annual look at books that did not meet sales expectations. Better news, two books on these second and third tiers of nonfiction sellers of last year may be making a return appearance on the 1991 end-of-year lists—Robert Bly's *Iron John* and Daniel Yergin's *The Prize*; both currently are the leading nonfiction sellers on the weekly charts.

16. *Don't Shoot, It's Only Me* by Bob Hope with Melville Shavelson (Putnam, 284,394)
17. *Trump: Surviving at the Top* by Donald Trump with Charles Leerhsen (Random House, 264,289)
18. *Beware the Naked Man Who Offers You His Shirt* by Harvey Mackay (Morrow)
19. *You Just Don't Understand* by Deborah Tannen (Morrow)
20. *Powershift* by Alvin Toffler (Bantam)
21. *Barbarians at the Gate* by Bryan Burrough and John Helyar (HarperCollins, 214,279)
22. *Dave Barry Turns 40* by Dave Barry (Crown, 196,655)
23. *Secrets About Men Every Woman Should Know* by Barbara DeAngelis (Delacorte, 208,789)
24. *Martha Stewart's Christmas* by Martha Stewart (Potter, 202,874)
25. *The Wreath Book* by Rob Pulleyn (Sterling, 186,312)
26. *Bootlegger's Boy* by Barry Switzer with Bud Shrake (Morrow)
27. *If I Ever Get Back to Georgia* by Lewis Grizzard (Villard, 174,164)
28. *Jane Brody's Good Food Gourmet* by Jane Brody (Norton)
29. *The Tempting of America* by Robert H. Bork (Free Press, 152,725)
30. *Iron John* by Robert Bly (Addison-Wesley, 145,955)

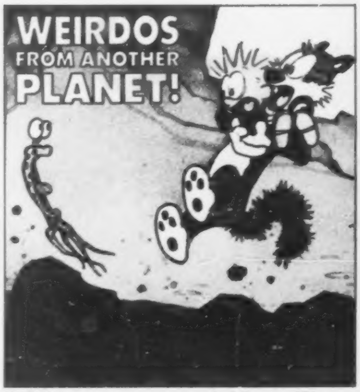
More Nonfiction Hits

In 1989, 19 books with sales of 150,000 or more copies—13 of these with sales of over 175,000—did not make a top-30 list of annual bestsellers. In 1990, those sales levels got one a position among the first 30. The number of books with sales of 125,000+ was also down a bit in 1990—10 books compared with 13 the year earlier. The 1990 titles include: *Father, Son, & Co.* by Thomas J. Watson Jr. and Peter Petre (Bantam); *Means of Ascent* by Robert A. Caro (Knopf); *Betty Crocker's Eat and Lose Weight* (Prentice Hall); *Darkness Visible* by William Styron (Random); *Sunday Nights at Seven* by Jack Benny and Joan Benny (Warner); *Love Hunger* by Frank Minirth, Paul Meier, Robert Hemfelt and Sharon Sneed (Nelson); *Ava: My Story* by Ava Gardner (Bantam); *In the Arena* by Richard Nixon (S & S); *Suddenly* by George Will (Free Press); and *A Child Is Born* by Lennart Nilsson (Delacorte).

Twenty books reported sales of 100,000 or more; in 1989, that figure included 16 titles. A few books like *It Was on Fire When I Lay Down On It* and *Love Is a Choice* were enjoying their second year of bestsellerdom. The 1990 list includes: *Friday Night Lights* by H.G. Bissinger (A-W); *The Discovery of the Bismarck* by Robert Mallard (Warner); *The Prize* by Daniel Yergin (S & S); *Fleetwood* by Mick Fleetwood with Stephen Davis (Morrow); *Homegrown Louisiana Cooking* by Justin Wilson (Macmillan); *It Was on Fire When I Lay Down On It* by Robert Fulghum (Villard); *Positive Moves* by Angela Lansbury with Mimi Avins (Delacorte); *Songs of the Doomed* by Hunter S. Thompson (Summit); *7 Habits of Highly Effective People* by Stephen Covey (S & S); *Love Is a Choice* by Robert Hemfelt, et al. (Nelson); *Good Morning, Holy Spirit* by Bennie Hinn (Nelson); *Mayo Clinic Family Health Book* (Morrow); *Language of Flowers* by Shelia Pickles (Harmony); *Dr. Dean Ornish's Program for Reversing Heart Disease* (Random); *Now You Know* by Kitty Dukakis (S & S); *Betty Crocker's Cookbook* (Prentice Hall); *The Politics of Rich and Poor* by Kevin Phillips (Random); *Christmas* by Sheila Pickles (Harmony); *Monet's Table* by Claire Joyes (S & S); and *What I Saw at the Revolution* by Peggy Noonan (Random).

Earth Day, Comics & Reprints Out Front

In paper, a small drop in trade with slight gains in mass, but little change in the topics or authors that make these annual bestseller charts



***Bill Watterson:** perennial bestselling cartoonist.*

The number of trade paperback bestsellers in 1990 fell from 1989 levels, as recorded in *Publishers Weekly*'s annual trade paperbacks top-sellers list, compiled since 1977 and defined by publishers' sales figures of 50,000 copies or more. (The titles include annuals, atlases and almanacs.) Books on the current list were published in 1989 or 1990, although sales figures are given for 1990 only.

In 1990 there were 226 trade paperback bestsellers, down from 231 titles in 1989. An all-time high was recorded in 1987 with 254 titles; there were 219 titles in 1988, 193 in 1986 and 208 in 1985. The top-ranking trade paperback of 1990 sold 1,305,713, compared with a figure of 1,575,000 in 1989; top sellers in 1988 and 1987 sold 1,253,000 and 2,489,500, respectively.

April 22, 1990, marked the 20th anniversary of Earth Day. Topping *PW*'s 1990 trade paperback bestseller charts was EarthWorks Group's *50 Simple Things You Can Do to Save the Earth* (1,305,713), an original. Related top-ranking titles included: EarthWorks Group's *50 Simple Things Kids Can Do to Save the Earth* (655,000); Diane MacEachern's *Save Our Planet: 750 Everyday Ways You Can Help Clean Up the Earth* (163,622); *The Green Consumer* (100,000), by John Elkington, Julia Hailes and Joel Makower; and Heloise's *Hints for a Healthy Planet* (100,000)—all originals.

On the lighter side in 1990, perennially bestselling cartoonist Bill Watterson served up the laughs with two originals: *Weirdos from Another Planet!* (1,208,000) and *The Authoritative Calvin and Hobbes* (1,069,000). Other comic-strip titles among the top-ranking 1990 trade paperbacks were *Wiener Dog Art: A Far Side Collection* (967,000) by Gary Larson; *Happy Trails!* (367,215) and *Classics of Western Literature* (345,565) by Berke Breathed; *Garfield Goes to Waist* (357,500) by Jim Davis; and *Greetings from the Simpsons* (328,376) by Matt Groening—all originals.

Some 1990 bestselling titles that stimulated the intellect rather than the funny bone were: Stephen Hawking's *A Brief History of Time* (365,000); Thomas Friedman's *From Beirut to Jerusalem* (210,000); Tracy Kidder's *Among Schoolchildren* (200,000); Zora Neale Hurston's *Their Eyes Were Watching God* (155,649); Oscar Hijuelos's *The Mambo Kings Play Songs of Love* (140,812); Shelby Foote's *The Civil War: A Narrative, 3 vols.* (108,000); Gabriel Garciá Márquez's *Love in the Time of Cholera* (100,500); Albert Camus's *The Stranger* (90,000); Paul Bowles's *The Sheltering Sky* (86,000); John Casey's *Spartina* (82,500); Homer's *The Odyssey* (63,000); Kazuo Ishiguro's *The Remains of the Day* (69,000); James McPherson's *Battle Cry of Freedom* (51,800); and Mary Gordon's *The Other Side* (50,000)—all reprints—and Evan Connell's *Mrs. Bridge* (64,189) and *Mr. Bridge* (55,576), both movie tie-ins.

Other strong categories included health-and-fitness, recovery and codependency, television tie-ins, bridal advice and cookbooks.

Mass Market

A total of 123 mass market titles published in 1989 or 1990 had in-print figures at the end of 1990 of at least one million copies and thus qualified for *PW*'s 1990 mass market bestseller list; by contrast, 119 and 111 titles appeared on the 1989 and 1988 lists, respectively. Three titles topped four million on the 1989 list; none topped four million on the 1990 list.

The 1990 top five contenders were: Danielle Steel's *Zoya* (3,900,000) and *Star* (3,750,000); Tom Clancy's *Cardinal of the Kremlin* (3,785,000); Rosamunde Pilcher's *The Shell Seekers* (3,665,000); and Robert Fulghum's *All I Really Need to Know I Learned in Kindergarten* (3,620,000)—all reprints. Steel also appeared on the bestseller lists with the reprint *Daddy* (3,500,000); Clancy showed again with *Clear and Present Danger* (3,338,000), a reprint, and *The Hunt for Red October* (2,108,000), a movie tie-in.

Other authors who made multiple appearances on *PW*'s 1990 mass market bestseller lists year were V.C. Andrews, Stephen King and Lawrence Sanders.

—PENNY KAGANOFF

TRADE PAPERBACKS

Titles listed here are trade paperbacks (originals, reprints or books issued in dual editions) published in 1989 or 1990 of which publishers have billed and shipped at least 50,000 copies to bookstores in 1990. Please note that publishers' sales figures do not necessarily represent final net sales, since they do not always reflect returns. Some sales figures were submitted in confidence, for use only in placing titles in their correct positions. Titles that were released in 1989 are marked with an asterisk. Almanacs, atlases and annuals are listed in the box on page 26.

500,000+

***50 Simple Things You Can Do to Save the Earth.** EarthWorks Group. Original. EarthWorks Press (1,305,713)

Weirdos from Another Planet! Bill Watterson. Original. Andrews & McMeel (1,208,000)

The Authoritative Calvin and Hobbes. Bill Watterson. Original. Andrews & McMeel (1,069,000)

Wiener Dog Art: A Far Side Collection. Gary Larson. Original. Andrews & McMeel (967,000)

50 Simple Things Kids Can Do to Save the Earth. EarthWorks Group. Original. Andrews & McMeel (655,000)

***T-Factor Fat Gram Counter.** Martin Katahn, Ph.D. Norton (531,200)

The "Late Night With David Letterman" Book of Top Ten Lists. David Letterman and the "Late Night with David Letterman" writers. Original. Pocket

The Secret Diary of Laura Palmer. Edited by Jennifer Lynch. Original. Pocket

200,000+

All I Need to Know I Learned From My Cat. Suzy Becker. Original. Workman (426,002)

Happy Trails! Berke Breathed. Original. Little, Brown (367,215)

A Brief History of Time. Stephen Hawking. Reprint. Bantam (365,000)

Garfield Goes to Waist. Jim Davis. Original. Ballantine (357,500)

Classics of Western Literature. Berke Breathed. Original. Little, Brown (345,565)

Greetings from the Simpsons. Matt Groening. Original. Harper Perennial (328,376)

***What to Expect in the First Year.** Arlene Eisenberg, Heidi E. Murkoff and Sandee E. Hathaway, BSN. Original. Workman (316,256)

Garfield Hangs Out. Jim Davis. Original. Ballantine (292,000)

***The New Basics.** Julee Rosso and Sheila Lukins. Original. Workman (270,166)

Liar's Poker. Michael Lewis. Reprint. Penguin (270,000)

The Jeopardy! Book. Alex Trebek and Peter Barsocchini. Original. Harper Perennial (269,752)

The Seven Habits of Highly Effective People. Stephen Covey. Fireside

***Yukon Ho!** Bill Watterson. Original. Andrews & McMeel (266,000)

Getting the Love You Want. Harville Hendrix. Reprint. Harper Perennial (258,253)

Tales From Margaritaville. Jimmy Buffett. Reprint. Fawcett/Columbine (243,400)

Dick Tracy: The Making of the Movie. Mike Bonifer. Original. Bantam (240,000)

The Dance of Intimacy. Harriet G. Lerner. Reprint. Harper Perennial (235,273)

Garfield's Judgement Day. Jim Davis. Original. Ballantine (233,000)

14,000 Things To Be Happy About. Barbara Ann Kipfer. Original. Workman (230,642)

***The Calvin and Hobbes Lazy Sunday Book.** Bill Watterson. Original. Andrews & McMeel (228,000)

Funny, You Don't Look Like a Grandmother. Lois Wyse. Reprint. Avon (225,000)

From Beirut To Jerusalem. Thomas Friedman. Reprint. Anchor (210,000)

Among Schoolchildren. Tracy Kidder. Reprint. Avon (200,000)

Ultimate Unauthorized Nintendo Game Strategies, Vol. 2. Corey Sandler and Tom Badgett. Original. Bantam (200,000)

100,000+

The Cat Who Came For Christmas. Cleveland Amory. Reprint. Penguin (190,000)

***Beyond Codependency.** Melody Beattie. Reprint. HarperSanFrancisco (183,037)

One Up on Wall Street. Peter Lynch. Reprint. Penguin (180,000)

Meditations for Women Who Do Too Much. Anne Wilson Schaef. Original. HarperSanFrancisco (178,991)

The Halfling's Gem. R. A.Salvatore. Original. TSR

Leadership Secrets of Attila the Hun. Wess Roberts. Reprint. Warner (178,000)

More Headlines. Jay Leno. Original. Warner (172,000)

Codependents Guide to the 12 Steps. Melody Beattie. Original. Prentice Hall (170,000)

Save Our Planet: 750 Everyday Ways You Can Help Clean Up the Earth. Diane MacEachern. Original. Dell (163,622)

The Language of Letting Go. Melody Beattie. Original. HarperSanFrancisco (163,598)

Cartoon History of the Universe. Larry Gonick. Original. Doubleday (160,000)

Riverwind the Plainsman. Paul Thompson & Tonya Carter. Original. TSR

The Spitfire. Bertrice Small. Original. Ballantine (157,000)

Their Eyes Were Watching God. Zora Neale Hurston. Reprint. Harper Perennial (155,649)

Kaz, The Minotaur. Richard Knaack. Original. TSR

Buzz Beamer's Radical Sports. Bill Hinds. Original. Little, Brown (151,572)

"The Complete Guide to Prescription & Non-Prescription Drugs" (Seventh Edition). H. Winter Griffith, M.D. Reprint. Price Stern Sloan (150,000)

Garfield's Feline Fantasies. Jim Davis. Original. Ballantine (145,600)

The Mambo Kings Play Songs of Love. Oscar Hijuelos. Reprint. Harper Perennial (140,812)

Ironhelm. Douglas Niles. Original. TSR

Love, Medicine & Miracles. Dr. Bernie S. Siegel. Reprint. Harper Perennial (138,974)

Peace, Love & Healing. Dr. Bernie S. Siegel. Reprint. Harper Perennial (138,817)

Horselords. David Cook. Original. TSR

The Wyvern's Spur. Kate Novak & Jeff Grubb. Original. TSR

Garfield: The Me Book. Jim Davis. Original. Ballantine (134,200)

***Uncle John's 2nd Bathroom Reader.** Bathroom Readers' Institute. Original. St. Martin's (133,029)

***Wildlife Preserves: A Far Side Collection.** Gary Larson. Original. Andrews & McMeel (129,000)

Serenity: A Companion for Twelve Step Recovery. Dr. Robert Hemfelt and Dr. Richard Fowler. Dual. Thomas Nelson (128,802)

The Gates of Thorbardin. Dan Parkinson. Original. TSR

Tanis, The Shadow Years. Barbara & Scott Siegel. Original. TSR

Galen Beknighted. Michael Williams. Original. TSR

***Living Trust.** Henry W. Absts III. Original. Contemporary (123,176)

The Sanctity of Life. Charles Swindoll.

Original. Word (121,942)
Spanish Serenade. Jennifer Blake. Original. Fawcett/Columbine (121,800)
Exile. R. A. Salvatore. Original. TSR
The Courage to Heal Workbook. Laura Davis. Original. Harper Perennial (118,108)
Homeland. R. A. Salvatore. Original. TSR
Dave Barry Slept Here. Dave Barry. Reprint. Fawcett/Columbine (116,100)
***Headlines.** Jay Leno. Original. Warner (115,000)
How to Make the World a Better Place: A Guide to Doing Good. Jeffrey Hollender. Original. Morrow (112,000)
A Book of Angels. Sophy Burnham. Original. Ballantine (110,000)
Weight Watchers Quick Success Program Cookbook. Jean Nidetch. Reprint. Penguin (110,000)
Herman Over the Wall: The Seventh Treasury. Jim Unger. Original. Andrews & McMeel (109,000)
The Civil War: A Narrative, 3 Vols. Shelby Foote. Reprint. Vintage (108,000)
Separated at Birth 2. Editors of Spy Magazine. Original. Doubleday (103,000)
***Do What You Love, The Money Will Follow.** Marsha Sinetar. Reprint. Dell (102,554)
***Love in the Time of Cholera.** Gabriel Garciá Márquez. Reprint. Penguin (100,500)
When Do Fish Sleep? David Feldman. Reprint. Harper Perennial (100,270)
The Green Consumer. John Elkington, Julia Hailes and Joel Makower. Original. Penguin (100,000)
Heloise: Hints for a Healthy Planet. Heloise. Original. Perigee (100,000)

75,000+

The Seat of the Soul. Gary Zukav. Reprint. Fireside
Uncle John's 3rd Bathroom Reader. Bathroom Readers' Institute. Original. St. Martin's (95,363)
Save the Animals. Ingrid Newkirk. Original. Warner (95,000)
Facing Codependence. Pia Mellody. Original. HarperSanFrancisco (95,183)
The Good Times. Russell Baker. Reprint. Penguin (95,000)
How To Dad. John Boswell and Ron Barrett. Original. Dell (94,526)
Classics from the New Yankee Workshop. Norm Abrams. Original. Little, Brown (92,804)
Bride's Wedding Planner/Revised Ed. Editors of Bride's Magazine. Revised. Fawcett/Columbine (90,900)
Ultimate Unauthorized Nintendo Game Boy Strategies. Corey Sandler and Tom Badgett. Original. Bantam (90,000)
***The Stranger.** Albert Camus. Reprint. Vintage (90,000)
Sundays at Moosewood Restaurant. The Mooosewood Collective. Original. Fireside
Adult Children of Alcoholics (Expanded Edition. Janet Woititz. Original. Health Communications (87,000)
Something Good. Robert Munsch. Original. Firefly (86,000)
The Sheltering Sky. Paul Bowles. Reprint. Vintage (86,000)
Eyewitness to History. John Carey. Reprint. Avon (86,000)
Decks. Sunset Editors. Original. Sunset (85,950)
Ultimate Unauthorized Nintendo Game Strategies, Vol. 3. Corey Sandler and Tom Badgett. Original. Bantam (85,000)
***Weekend Afghans.** Jean Leinhauser & Rita Weiss. Reprint. Sterling (83,082)
Scroll Saw Country Patterns. Patrick Spielman. Original. Sterling (83,082)
Spartina. John Casey. Reprint. Avon (82,500)
***A Gift to Myself: Personal Workbook.** Charles Whitfield, M.D. Original. Health Communications (80,000)
All My Best Friends. George Burns with David Fisher. Reprint. Perigee (80,000)
We Are Still Married. Garrison Keillor. Reprint. Penguin (80,000)
***Pigs.** Robert Munsch. Original. Firefly (78,000)
The Road From Coorain. Jill Ker Conway. Reprint. Vintage (76,000)
Head First. Norman Cousins. Reprint. Penguin (75,000)

50,000+

Garfield Postcard Book #2: Words to Live By. Jim Davis. Original. Ballantine (74,500)
***How to Win Customers and Keep Them for Life.** Michael Le Boeuf. Reprint. Berkley (74,000)
The Ginger Tree. Oswald Wynd. Reprint. Harper Perennial (73,117)
About Face. David Hackworth. Reprint. Touchstone
If This Is a Lecture, How Long Will It Be? Lynn Johnston. Original. Andrews & McMeel (71,000)
Stick a Geranium in Your Hat and Be Happy! Barbara Johnson. Original. Word (70,771)
Leadership Is an Art. Max De Pree. Reprint. Dell (70,092)
Drumming at the Edge of Magic. Mickey Hart. Original. Harper SanFrancisco (69,183)
Pass the Loot. Bill Amend. Original. Andrews & McMeel (69,000)
The Remains of the Day. Kazuo Ishiguro. Reprint. Vintage (69,000)
Garfield Postcard Book #3: Birthday Greetings. Jim Davis. Original. Ballantine (68,200)
101 Uses for Silly Putty. Linda Sunshine. Original. Andrews & McMeel (67,000)
Recycled Doonesbury: Second Thoughts on a Gilded Age. G. B. Trudeau. Original. Andrews & McMeel (67,000)
***The New Read-Aloud Handbook.** Jim Trelease. Reprint. Penguin (65,000)
Rotisserie League Baseball. Glenn Waggoner and Robert Sklar. Original. Bantam (65,000)
Quantum Healing. Deepak Chopra, M.D. Reprint. Bantam (65,000)
Mrs. Bridge. Evan Connell. Movie tie-in. North Point (64,189)
James McNair's Grill Cookbook. James McNair. Original. Chronicle (63,600)
Dances with Wolves: The Illustrated Story of the Epic Film. Kevin Costner, Michael Blake and Jim Wilson. Original. Newmarket (63,500)
I Dream A World: Portraits of Black Women Who Changed America. Brian Lanker. Original. Stewart, Tabori & Chang (63,387)
Fax This Book. John Caldwel. Original. Workman (63,238)
Affirmations For the Inner Child. Rokelle Lerner. Original. Health Communications (63,000)
The Odyssey. Homer. Reprint. Vintage (63,000)
Wreaths 'Round the Year. Dawn Cusick & Rob Pulleyn. Original. Sterling (62,308)
The Hobbit: Illustrated. J.R.R. Tolkien. Original. Ballantine (62,100)
You're Smokin' Now, Mr. Butts! G. B. Trudeau. Original. Andrews & McMeel (62,000)
Henry and June: From the Unexpurgated Diary of Anaïs Nin. Anaïs Nin. Reprint. Harvest/HBJ (61,632)
The Woman Warrior: Memoirs of a Girlhood Among Ghosts. Maxine Hong Kingston. Reprint. Vintage (61,000)
Low Cholesterol Cook Book. Sunset Editors. Original. Sunset (60,770)
The Book of Answers. Barbara Berliner with Melinda Corey and George Ochoa. Original. Prentice Hall (60,500)
The Feeling Good Handbook. David D. Burns, M.D. Reprint. Penguin (60,000)
Confessions of an S.O.B. Al Neuharth. Reprint. Penguin (60,000)
Simple Science Experiments with Everyday Materials. Muriel Mandell. Reprint. Sterling (59,751)
***World's Best "True" Ghost Stories.** C.B. Colby. Reprint. Sterling (58,595)
Macintosh Bible (3rd Ed.). Sharon Zardetto Aker et al. Edited by Arthur Naiman. Original. Goldstein & Blair (58,327)

***Gourmet Fish on the Grill.** Barbara Grunes and Phyllis Magida. Original. Contemporary (58,212)

Not That You Asked. Andrew A. Rooney. Reprint. Penguin (56,000)

***The Wall Street Journal Guide to Money & Markets.** Richard Saul Wurman, Alan Siegel, Kenneth Morris. Original. Access/Prentice Hall (55,900)

***Dave Barry's Greatest Hits.** Dave Barry. Reprint. Fawcett/Columbine (55,800)

Mr. Bridge. Evan Connell. Movie tie-in Reprint. North Point (55,576)

***The Backyard Explorer Kit.** Rona Beame. Original. Workman (55,301)

The Boy Who Couldn't Stop Washing. Judith Rapoport, M.D. Reprint. Penguin (55,000)

Symptoms. Isadore Rosenfeld, M.D. Reprint. Bantam (55,000)

Age Wave. Ken Dychtwald, Ph.D. and Joe Flower. Reprint. Bantam (55,000)

What Do You Know? The Ultimate Test of Common (And Not So Common) Knowledge. Jaime O'Neill. Original. Bantam (55,000)

Animal Rights Handbook. Laura Fraser. Original. Living Planet (54,847)

The Moon Below. Barbara Bickmore. Original. Ballantine (54,400)

Fox Trot: The Works. Bill Amend. Original. Andrews & McMeel (54,000)

Dick Tracy Casebook, 1931–1990. Selected by Max Allan Collins & Dick Locher. Original. St. Martin's (53,816)

The Broken Cord. Michael Dorris. Reprint. Harper Perennial (53,797)

***First 200 Years of Monty Python.** Kim "Howard" Johnson. Original. St. Martin's (53,280)

Grateful Dead: Built to Last 25th Anniversary Album 1965–1990. Jamie Jensen. Original. Penguin (53,000)

A Whack on the Side of the Head. Roger von Oech. Original. Warner (53,000)

Awakenings. Oliver Sacks. Movie tie-in. Harper Perennial (52,472)

A Step-By-Step Guide to Your Sewing Machine. Jan Saunders. Original. Chilton (52,156)

Geek Love. Katherine Dunn. Reprint. Warner (52,000)

Lord of the Plains. Alfred Silver. Original. Ballantine (52,000)

***Battle Cry of Freedom.** James McPherson. Reprint. Ballantine (51,800)

More Balloon Animals. Aaron Hsu-Flanders. Original. Contemporary (51,385)

Sure Of You. Armistead Maupin. Reprint. Harper Perennial (51,280)

***Your Pregnancy Week-by-Week.** Glade B. Curtis, M.D. Original. Fisher (51,000)

Lifeskills For Adult Children. Janet Woititz and Alan Garner. Original. Health Communications (51,000)

$14 in the Bank and a $200 Face in My Purse. Cathy Guisewite. Original. Andrews & McMeel (51,000)

Plan Your Estate With a Living Trust. Denis Clifford. Original. Nolo (50,931)

Your Perfect Right (6th Edition). Robert E. Alberti and Michael L. Emmons. Revised. Impact (50,123)

Wordstruck. Robert MacNeil. Reprint. Penguin (50,000)

Great Plains. Ian Frazier. Reprint. Penguin (50,000)

The Second World War. John Keegan. Reprint. Penguin (50,000)

The Other Side. Mary Gordon. Reprint. Penguin (50,000)

Callanetics for Your Back. Callan Pinckney. Reprint. Avon (50,000)

Oh, Kentucky! Betty Receveur. Original. Ballantine (50,000)

***Garfield Chews the Fat.** Jim Davis. Original. Ballantine (50,000)

Warrior. Donald McQuinn. Original. Del Rey (50,000)

Opening Our Hearts to Men. Susan Jeffers. Original. Fawcett/Columbine (50,000)

"Being Happy!" Andrew Matthews. Original. Price Stern Sloan (50,000)

What They Still Don't Teach You at Harvard Business School. Mark H. McCormack. Reprint. Bantam (50,000)

South Lies the Valley. Veronica Geoghegan Sweeney. Original. Bantam

ALMANACS, ATLASES & ANNUALS

The World Almanac & Book of Facts 1991. Mark S. Hoffman, Editor. Original. Pharos (2,000,000)

J. K. Lasser's Your Income Tax 1991. J. K. Lasser Institute. Original. Prentice Hall (616,000)

Ernst & Young's Arthur Young Tax Guide 1991. Original. Ballantine (425,000)

Old Farmer's Almanac 1991. Yankee (290,000)

***The World Almanac & Book of Facts 1990.** Mark S. Hoffman, Editor. Original. Pharos (250,000)

***Let's Go: Europe.** Harvard Student Agencies. Annual. St. Martin's (163,811)

The Universal Almanac, 1991 Edition. John W. Wright, General Editor. Original. Andrews & McMeel (145,000)

1991 Mobil Road Atlas & Trip Planning Guide. Susan Farewell. Revised. Prentice Hall (120,500)

***Webster's New World Compact School & Office Dictionary.** Revised. Prentice Hall (116,700)

***Old Farmer's Almanac 1990.** Yankee (110,000)

1990 Mobil Travel Guide: California & the West. Revised. Prentice Hall (103,500)

***Frommer's Europe on $40 A Day 1990.** Revised. Prentice Hall (101,000)

The Baseball Book 1990. Bill James. Original. Villard (96,833)

1990 Mobil Travel Guide: Northeast. Revised. Prentice Hall (95,000)

***Let's Go: USA.** Harvard Student Agencies. Annual. St. Martin's (94,245)

1990 Mobil Travel Guide: Middle Atlantic. Revised. Prentice Hall (81,500)

The Unofficial Guide to Walt Disney World and Epcot 1990. Bob Sehlinger. Prentice Hall (80,900)

1990 Mobil Travel Guide: Southeast. Revised. Prentice Hall (77,000)

The Princeton Review—Cracking the System: The SAT and PSAT—1991 Edition. Adam Robinson and John Katzman. Original. Villard (75,865)

1990 Mobil Travel Guide: Southwest and South Central. Revised. Prentice Hall (60,000)

Warman's Antiques & Their Prices, 24th Edition. Edited by Harry L. Rinker. Original. Chilton (58,649)

1990 Mobil Travel Guide: Great Lakes. Revised. Prentice Hall (58,500)

Ernst & Young's Tax-Saving Strategies 1990-1991. Ernst & Young. Original. Wiley (58,000)

Roger Ebert's Movie Home Companion, 1991 Edition. Roger Ebert. Original. Andrews & McMeel (57,000)

***Let's Go: Britain and Ireland.** Harvard Student Agencies, Inc. Annual. St. Martin's (55,887)

Hoover's Handbook 1991. Gary Hoover and Alta Campbell. Original/Annual. Reference Press (53,310)

1990 Mobil Travel Guide: Northwest and Great Plains. Revised. Prentice Hall (52,500)

***Let's Go: France.** Harvard Student Agencies. Annual. St. Martin's (51,868)

SAT—Barron's How To Prepare For the Scholastic Aptitutde Test—SAT 15th Edition. Samuel C. Brownstein, Mitchel Weiner and Sharon Weiner Green. Original/Revision. Barron's (50,000)

GRE—Barron's How to Prepare for the Graduate Record Exam—GRE 9th Edition. Samuel C. Brownstein, Mitchel Weiner and Sharon Weiner Green. Original/Revision. Barron's (50,000)

GED—How To Prepare for the High School Equivalency Examination—GED 8th Edition. Murray Rockowitz, Ph.D, Samuel Bronstein and Max Peters. Original/Revision. Barron's (50,000)

GMAT—Barron's How to Prepare for the Graduate Management Admissions Test—GMAT—8th Edition. Eugene D. Jaffe and Stephen Hilbert. Original/Revision. Barron's (50,000)

501 Spanish Verbs—2nd Edition. Christopher Kendris. Original/Revision. Barron's (50,000)

PAC—Barron's Profiles of American Colleges 17th Edition. Compiled and Edited by the College Division of Barron's Ed. Series, Inc. Original/Revision. Barron's (50,000)

ACT—How to Prepare for the ACT 8th Edition. George Ehrenhaft, Robert L. Lehrman, Allan Mundsack, and Fred Obrecht. Original/Revision. Barron's (50,000)

LSAT—How to Prepare for the Law School Admission Test 5th Edition. Jerry Bobrow, Ph.D. Original/Revision. Barron's (50,000)

(50,000)

Bride's New Ways to Wed. Editors of Bride's Magazine. Original. Perigee (50,000)

***All New Hints From Heloise.** Heloise. Original. Perigee (50,000)

***Bride's Book of Etiquette (6th Ed.).** Editors of Bride's Magazine. Original. Perigee (50,000)

***Planning a Wedding to Remember.** Beverly Clark. Original. Wilshire (50,000)

***The Perfect Cover Letter.** Richard Beatty. Original. Wiley (50,000)

MASS MARKET PAPERBACKS

The following is a listing of those mass market titles published in 1989 or 1990 whose 1989 in-print figures exceeded one million copies. Figures represent publishers' claims of copies in print and, as such, do not indicate how well the books sold.

Titles marked with asterisks were released in 1989; sales figures for some titles were submitted in confidence, for use only in placing titles in their correct positions.

3 Million+

***Zoya.** Danielle Steel. Reprint. Dell (3,900,000)

***Cardinal of the Kremlin.** Tom Clancy. Reprint. Berkley (3,785,000)

Star. Danielle Steel. Reprint. Dell (3,750,000)

***The Shell Seekers.** Rosamunde Pilcher. Reprint. Dell (3,665,000)

***All I Really Need to Know I Learned in Kindergarten.** Robert Fulghum. Reprint. Ivy (3,620,000)

Daddy. Danielle Steel. Reprint. Dell (3,500,000)

***Sands of Time.** Sidney Sheldon. Reprint. Warner (3,500,000)

Clear and Present Danger. Tom Clancy. Reprint. Berkley (3,338,000)

***Gates of Paradise.** V.C. Andrews. Original. Pocket

The Dark Half. Stephen King. Reprint. Signet (3,100,000)

Web of Dreams. V. C. Andrews. Original. Pocket

2 Million+

***Gunslinger (Dark Tower #1).** Stephen King. Reprint. Signet (2,800,000)

Dawn. V. C.Andrews. Original. Pocket

***The Silence of the Lambs.** Thomas Harris. Reprint. St. Martin's (2,700,000)

***Rock Star.** Jackie Collins. Reprint. Pocket

Drawing of the Three (Dark Tower #2). Stephen King. Reprint. Signet (2,510,000)

While My Pretty One Sleeps. Mary Higgins Clark. Reprint. Pocket

***Blind Faith.** Joe McGinnis. Reprint. Signet (2,205,000)

***Inheritance.** Judith Michael. Reprint. Pocket

The Pillars of the Earth. Ken Follett. Reprint. Signet (2,150,000)

***Midnight.** Dean R. Koontz. Reprint. Berkley (2,125,000)

***The Hunt for Red October.** Tom Clancy. Movie tie-in. Berkley (2,108,000)

***Lightning.** Dean R. Koontz. Reprint. Berkley (2,057,000)

The Russia House. John le Carre Reprint. Bantam (2,045,000)

***Presumed Innocent.** Scott Turow. Movie tie-in. Warner (2,000,000)

The Bad Place. Dean R. Koontz. Reprint. Berkley (2,000,000)

Servants of Twilight. Dean R. Koontz. Reissue. Berkley (2,000,000)

***Timothy's Game.** Lawrence Sanders. Reprint. Berkley (2,000,000)

1.5 Million+

The Joy Luck Club. Amy Tan. Reprint. Ivy (1,900,000)

***Alaska.** James Michener. Reprint. Fawcett (1,900,000)

Rivals. Janet Dailey. Reprint. Fawcett (1,900,000)

***Tapestry.** Belva Plain. Reprint. Dell (1,825,000)

***Shining Through.** Susan Isaacs. Reprint. Ballantine (1,800,000)

Capital Crimes. Lawrence Sanders. Reprint. Berkley (1,783,000)

Billy Bathgate. E. L. Doctorow. Reprint. HarperPaperbacks (1,771,000)

***Texas Fury.** Fern Michaels. Original. Ballantine (1,700,000)

***Queen of the Damned.** Anne Rice. Reprint. Ballantine (1,700,000)

***Breathing Lessons.** Anne Tyler. Reprint. Berkley (1,686,000)

***Stolen Blessings.** Lawrence Sanders. Original. Berkley (1,670,000)

Mutation. Robin Cook. Reprint. Berkley (1,649,000)

***Final Flight.** Stephen Coonts. Reprint. Dell (1,640,000)

Guinness Book of World Records. Donald McFarlan. Reprint. Bantam (1,635,000)

Mortal Fear. Robin Cook. Reprint. Berkley (1,612,000)

So Worthy My Love. Kathleen Woodiwiss. Reprint. Avon (1,600,000)

Polar Star. Martin Cruz Smith. Reprint. Ballantine (1,600,000)

***Prime Time.** Joan Collins. Reprint. Pocket

***Anything For Billy.** Larry McMurtry. Reprint. Pocket

Red Phoenix. Larry Bond. Reprint. Warner (1,575,000)

Blessings. Belva Plain. Reprint. Dell (1,550,000)

A Woman Named Jackie. C. David Heymann. Reprint. Signet (1,500,000)

***Love Songs.** Lawrence Sanders. Reissue. Berkley (1,500,000)

California Gold. John Jakes. Reprint. Ballantine (1,500,000)

1 Million+

The Negotiator. Frederick Forsythe. Reprint. Bantam (1,440,000)

Gentle Rogue. Johanna Lindsey. Original. Avon (1,400,000)

The Fortune. Michael Korda. Reprint. Warner (1,400,000)

***Sins of Omission.** Fern Michaels. Original. Ballantine (1,400,000)

***Koko.** Peter Straub. Reprint. Signet (1,400,000)

Rightfully Mine. Doris Mortman. Reprint. Bantam (1,375,000)

Sleepwalk. John Saul. Original. Bantam (1,375,000)

Creature. John Saul. Reprint. Bantam (1,375,000)

Savage Thunder. Johanna Lindsey. Original. Avon (1,370,000)

***The Last Princess.** Cynthia Freeman. Reprint. Berkley (1,354,000)

The Temple of My Familiar. Alice Walker. Reprint. Pocket

Morning Glory. LaVyrle Spencer. Reprint. Jove (1,345,000)

The Minotaur. Stephen Coonts. Reprint. Dell (1,342,000)

Love & Marriage. Bill Cosby. Reprint. Bantam (1,340,000)

Silent Partner. Jonathan Kellerman. Reprint. Bantam (1,340,000)

Warrior's Woman. Johanna Lindsey. Original. Avon (1,335,000)

Beverly Hills. Pat Booth. Reprint. Ballantine (1,300,000)

A Season in Hell. Jack Higgins. Reprint. Pocket

***The Ragman's Son.** Kirk Douglas. Reprint. Pocket

A Prayer for Owen Meany. John Irving. Reprint. Ballantine (1,300,000)

Sins of the Flesh. Fern Michaels. Original. Ballantine (1,300,000)

The Naked Heart. Jacqueline Briskin. Reprint. Dell (1,300,000)

***Silver Tower.** Dale Brown. Reprint. Berkley (1,275,000)

***Sword Point.** Harold Coyle. Reprint. Pocket

Some Can Whistle. Larry McMurtry. Reprint. Pocket

Almost Heaven. Judith McNaught. Original. Pocket

It's Always Something. Gilda Radner. Reprint. Avon (1,235,000)

A Thief of Time. Tony Hillerman. Reprint. HarperPaperbacks (1,226,661)

***Swim With the Sharks Without Being Eaten Alive.** Harvey Mackay. Reprint. Ivy (1,225,000)

***Video Movie Guide 1990.** Mick Martin, ed. Original. Ballantine (1,200,000)

***Glamorous Powers.** Susan Howatch. Reprint. Fawcett (1,200,000)

***The India Fan.** Victoria Holt. Reprint. Fawcett (1,200,000)

Ultimate Prizes. Susan Howatch. Reprint. Fawcett (1,200,000)

***One.** Richard Bach. Reprint. Dell (1,200,000)

A Knight in Shining Armor. Jude Deveraux. Original. Pocket

The Endearment. LaVyrle Spencer. Reissue. Jove (1,185,000)

Black Sand. William Caunitz. Reprint. Bantam (1,185,000)

***Firefly Summer.** Maeve Binchy. Reprint. Dell (1,165,000)

Day of the Cheetah. Dale Brown. Reprint. Berkley (1,154,000)

***Cold Harbour.** Jack Higgins. Reprint. Pocket

***The Taming.** Jude Deveraux. Original. Pocket

***The Hellion.** LaVyrle Spencer. Reissue. Jove (1,113,000)

***2061: Odyssey Three.** Arthur C. Clarke. Del Rey (1,105,494)

***Hot Money.** Dick Francis. Reprint. Fawcett (1,100,000)

Spy Hook. Len Deighton. Reprint. Ballantine (1,100,000)

***Prize Pulitzer.** Roxanne Pulitzer. Reprint. Ballantine (1,100,000)

Reasonable Doubt. Philip Friedman. Reprint. Ivy (1,100,000)

Foucault's Pendulum. Umberto Eco. Reprint. Ballantine (1,100,000)

Whispered Kisses. Janelle Taylor. Original. Zebra (1,100,000)

The Guest of Honor. Irving Wallace. Reprint. Dell (1,079,000)

Silver Wedding. Maeve Binchy. Reprint. Dell (1,075,000)

***Feather on the Moon.** Phyllis Whitney. Reprint. Fawcett (1,070,000)

***The Silk Vendetta.** Victoria Holt. Reprint. Fawcett (1,070,000)

Garden of Lies. Eileen Goudge. Reprint. Signet (1,050,000)

***Wishes.** Jude Deveraux. Original. Pocket

Rules of Prey. John Sanford. Reprint. Berkley (1,042,000)

***How to Win at Nintendo Games 2.** Jeff Rovin. Original. St. Martin's (1,030,000)

Dick Tracy. Max Allen Collins. Original. Bantam (1,025,000)

***The Golden Room.** Irving Wallace. Original. Dell (1,020,000)

Modern Women. Ruth Harris. Reprint. St. Martin's (1,010,000)

Playmates. Robert B. Parker. Reprint. Berkley (1,001,000)

Smoke and Mirrors. Barbara Michaels. Reprint. Berkley (1,001,000)

***Winter.** Len Deighton. Reprint. Ballantine (1,000,000)

The Edge. Dick Francis. Reprint. Fawcett (1,000,000)

The Captive. Victoria Holt. Reprint. Fawcett (1,000,000)

***Zero.** Eric Lustbader. Reprint. Fawcett (1,000,000)

French Kiss. Eric Lustbader. Reprint. Fawcett (1,000,000)

Rainbow in the Mist. Phyllis Whitney. Reprint. Fawcett (1,000,000)

Murder at the Kennedy Center. Margaret Truman. Reprint. Fawcett (1,000,000)

***Thornyhold.** Mary Stewart. Reprint. Fawcett (1,000,000)

Bel Air. Catherine Stone. Original. Zebra (1,000,000) □

Compiled by Ingrid Chevannes & Dermot McEvoy

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Commercial Books Scored Big With Kids

Hardcover sales were dominated by well-known authors and characters; Turtles, Baby-sitters and Berenstain Bears led the paperback pack

For the first time ever, *Publishers Weekly* has compiled frontlist and backlist children's bestseller lists for the previous year's sales. The lists are based on sales figures supplied by publishers for hardcovers that sold more than 75,000 copies in 1990, and paperbacks that sold more than 100,000. These numbers reflect trade sales only, and exclude book club, direct mail or overseas sales. Publishers' figures do not necessarily represent net sales, since they do not always reflect returns. Some books appear without sales figures; these [illegible] submitted to *PW* in confidence, for use only in placing titles in their correct positions.

Big Names and Backlist

A basic truth of children's book publishing is amply illustrated when the lists are perused. Both hardcover and paperback frontlist sales are quite strong, but the numbers make it clear that backlist remains the heart of the business.

Figures and titles in hardcover frontlist reveal few surprises. Most of the titles fall into one or more of the following categories: books by big names in the field, including Dr. Seuss, Chris Van Allsburg, Judy Blume and Beverly Cleary; books with a Christmas or winter theme; books by a few celebrities; books with gimmicks of some sort; books with crossover appeal; and books starring Sesame Street characters. Sales of the two picture books on the list that do not fit one of those categories (*The True Story of the Three Little Pigs*; *Chicka Chicka Boom Boom*) were bolstered by widespread use by teachers.

Paperback frontlist is dominated by two entertainment phemonena—Teenage Mutant Ninja Turtles and New Kids on the Block—and two series—the Baby-sitters Club and the Berenstain Bears. Except for those bears, no picture books qualify for the list, and most of the titles carry quite low pri[illegible] There are a few single ti[illegible] impressive sales figures: *N[illegible] the Stars*, Lois Lowry's 1990 Newbery winner; *Matilda* by Roald Dahl; and *The Secret of the Indian* by Lynne Reid Banks.

In hardcover backlist, Waldo emerges the hands-down winner: Martin Handford's three backlist titles sold a total of 2.5 million copies—20% of *all* hardcover backlist children's books on this list. Ranking just behind Waldo is every child's favorite doctor—Dr. Seuss—whose books account for 19% of total sales. Five Dr. Seuss titles sold more than 200,000 copies apiece in 1990—all of them written before 1963. Books featuring the Sesame Street gang comprise 8.5% of total sales, and Disney books account for 8.3%. Perennial favorites abound: *Goodnight Moon*, published in 1947, which sold almost 162,000 copies in hardcover and 227,000 in paperback; Shel Silverstein (his three books sold more than 640,000 copies); *The Very Hungry Caterpillar*; *The Polar Express*; and *The Little Engine That Could*. Baby books, ABC books and early readers comprise much of the rest.

Several hardcover backlist titles have inspired soon-to-be-released sequels. *Good Dog, Carl* by Alexandra Day, with one sequel a frontlist bestseller and one a backlist bestseller, has spawned next fall's *Carl's Afternoon in the Park*. Harper's *If You Give a Mouse a Cookie*, a bestseller since 1985, will also have a sequel in the fall—*If You Give a Moose a Muffin*, as will *The Jolly Postman* (*The Jolly Christmas Postman*) and *Brown Bear, Brown Bear, What Will You Wear?* (*Polar Bear, Polar Bear, What Do You Hear?*).

Thirty-eight Berenstain Bears titles are paperback backlist bestsellers, for a total of over 8.1 million copies sold (9.1 million, when frontlist is added). Mercer Mayer's books total almost 2.3 million copies sold, and Ann M. Martin's Baby-sitters Club racked up 2.5 million in backlist sales (more than 6.8 million copies when combined with frontlist). Books by the Berenstains, Mayer and Martin account for 53% of all paperback backlist sales on the list.

Much commercial fare, it's true. But it is heartening to see how many Newbery winners or Honor books also made the bestseller list, including *Sarah, Plain and Tall*; *Dear Mr. Henshaw*; *Hatchet*; *On My Honor*; *Bridge to Terabithia*; *Roll of Thunder, Hear My Cry*; *Julie of the Wolves*; *Sounder*; *From the Mixed-up Files of Mrs. Basil E. Frankweiler*; *A Wrinkle in Time*; *The Cricket in Times Square*; and *Charlotte's Web*, the bestselling paperback backlist title of 1990, with sales of more than half a million copies.

For the industry itself, a picture of health and diversity emerges. Commercial books coexist on bestseller lists with classics and more literary fare. There is a constant influx of popular titles; some will prove ephemeral, and some will take their places on the backlist and go on selling well for many years to come.

—DIANE ROBACK

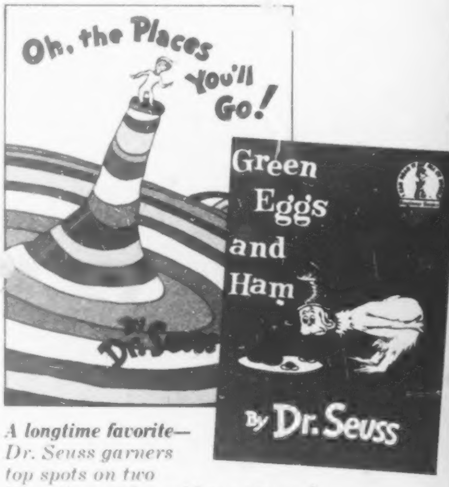
HARDCOVER FRONTLIST BESTSELLERS

100,000+

1. **Oh, the Places You'll Go!** Dr. Seuss. Random (842,861)
2. **Teenage Mutant Ninja Turtles Pop-Up Book.** Mirage Studios, illus. by Chuck Murphy. Random (303,171)
3. **The True Story of the Three Little Pigs.** Jon Scieszka, illus. by Lane Smith. Viking (274,496)
4. **Just a Dream.** Chris Van Allsburg. Houghton Mifflin (247,670)
5. **Carl's Christmas.** Alexandra Day. Farrar, Straus & Giroux (245,787)
6. **The Silver Slippers.** Elizabeth Koda-Callan. Workman (183,800)
7. **Something Big Has Been Here.** Jack Prelutsky, illus. by James Stevenson. Greenwillow (178,000)
8. **Oscar's Grouchy Sounds.** Constance Allen, illus. by Tom Cooke. Western (159,798)
9. **Bert's Beautiful Sights.** Constance Allen, illus. by Maggie Swanson. Western (146,388)
10. **The Wild Christmas Reindeer.** Jan Brett. Putnam (144,210)
11. **The Big Book for Peace.** Edited by Ann Durell and Marilyn Sachs. Dutton (141,344)
12. **The Little Engine That Could (mini-edition).** Watty Piper, illus. by George and Doris Hauman. Grosset & Dunlap (137,018)
13. **Where's Spot? (mini-edition).** Eric Hill. Putnam (131,122)
14. **The Mitten.** Jan Brett. Putnam (129,524)
15. **The Boy of the Bells.** Carly Simon, illus. by Margot Datz. Doubleday
16. **Oscar, Cat-About-Town.** James Herriot. St. Martin's (127,106)
17. **Ernie Follows His Nose.** Constance Allen, illus. by Maggie Swanson. Western (117,900)
18. **Grover's Book of Cute Things to Touch.** Constance Allen, illus. by Tom Cooke. Western (115,764)
19. **The Good Luck Pony.** Elizabeth Koda-Callan. Workman (114,600)
20. **We Wish You a Merry Christmas.** Illus. by Michael Hague. Holt (112,831)
21. **Jingle Bells.** Illus. by Michael Hague. Holt (112,573)
22. **Fudge-A-Mania.** Judy Blume. Dutton ([illegible]396)

75,000+

23. **More Bugs in Boxes.** David Carter. Simon & Schuster (88,000)
24. **Chicka Chicka Boom Boom** John Archambault and Bill Martin Jr., illus. by Lois Ehlert. Simon & Schuster (86,000)
25. **Precious Moments of Christmas.** Samuel Butcher. Western (83,476)
26. **Elmo Gets Homesick.** Tish Sommers Rabe, illus. by Tom Brannon. Western (79,480)
27. **Charlie the Caterpillar.** Dom DeLuise, illus. by Christopher Santoro. Simon & Schuster (77,000)
28. **The Twelve Days of Christmas (mini-edition).** Illus. by Jan Brett. Putnam (76,888)
29. **A Grouch's Christmas.** Michaela Muntean, illus. by Tom Leigh. Western (75,698)
30. **Muggie Maggie.** Beverly Cleary. Morrow



A longtime favorite—Dr. Seuss garners top spots on two lists; these titles sold 842,861 and 332,143 copies respectively last year.

PAPERBACK FRONTLIST BESTSELLERS

500,000+

1. **Teenage Mutant Ninja Turtles.** B. B. Hiller. Dell (1,775,149)
2. **Teenage Mutant Ninja Turtles: The Final Lesson.** Astrid Holm, illus. by Frank Mateu. Random (1,423,664)
3. **Teenage Mutant Ninja Turtles: The First Battle.** Crystal Herman, illus. by Larry Daste. Random (1,337,303)
4. **New Kids on the Block.** Grace Catalano. Bantam
5. **Mary Anne and Too Many Boys (BSC #34).** Ann M. Martin (Scholastic, 796,000)
6. **Teenage Mutant Ninja Turtles: The Movie Storybook.** Katherine Ross, illus. by GEE Studio, Random (791,722)
7. **Teenage Mutant Ninja Turtles: Six-Guns and Shurikens.** Dave Morris. Dell (780,015)
8. **Teenage Mutant Ninja Turtles: Buried Treasure.** Dave Morris. Dell (725,119)
9. **Teenage Mutant Ninja Turtles: Red Herrings.** Dave Morris. Dell (700,655)
10. **Teenage Mutant Ninja Turtles: Sky High.** Dave Morris. Dell (700,311)
11. **50 Simple Things Kids Can Do to Save the Earth.** EarthWorks Group. Andrews & McMeel (655,000)
12. **Our Story: New Kids on the Block.** Joseph, Jonathan, Donnie, Danny and Jordan. Bantam
13. **Where's Waldo? The Ultimate Fun Book!** Martin Handford. Little, Brown (606,404)
14. **Teenage Mutant Ninja Turtles: Totally Awesome Activity Book.** Shelley Greene, illus. by Jim Lawson and Dan Burger. Random (527,416)

200,000+

15. **The Berenstain Bears and the Slumber Party.** Stan and Jan Berenstain. Random (458,797)
16. **Baby-Sitters Island Adventure (Super Special #4).** Ann M. Martin. Scholastic (402,000)
17. **Stacey and the Mystery of Stoneybrook (BSC #35).** Ann M. Martin. Scholastic (376,000)
18. **Dawn's Wicked Stepsister (BSC #31).** Ann M. Martin. Scholastic (358,100)
19. **Claudia and the Great Search (BSC #33).** Ann M. Martin. Scholastic (353,000)
20. **Matilda.** Roald Dahl. Puffin (351,788)
21. **Kristy and the Secret of Susan (BSC #32).** Ann M. Martin. Scholastic (330,000)
22. **New Kids on the Block.** Robin McGibbon. Avon
23. **California Girls (Super Special #5).** Ann M. Martin. Scholastic (291,000)
24. **The Berenstain Bears and the Prize Pumpkin.** Stan and Jan Berenstain. Random (279,110)
25. **Dawn and the Older Boy (BSC #37).**

Ann M. Martin. Scholastic (271,000)
26. **A Kids' Guide to How to Save the Planet.** Billy Goodman. Avon
27. **Kristy's Mystery Admirer (BSC #38).** Ann M. Martin. Scholastic (262,000)
28. **Poor Mallory! (BSC #39).** Ann M. Martin. Scholastic (246,500)
29. **Claudia and the Middle School Mystery (BSC #40).** Ann M. Martin. Scholastic (237,000)
30. **The Berenstain Bears' Trouble with Pets.** Stan and Jan Berenstain. Random (232,247)
31. **Rock and Roar.** Justine Korman, illus. by John Costanza and Diana Wakeman. Western (216,438)
32. **Sweet Valley Twins Super Summer Fun Book.** Francine Pascal. Bantam
33. **See You Later.** Christopher Pike. Pocket Books

100,000+

34. **Hurray for Hamton.** Linda Aber, illus. by John Costanza and Diana Wakeman. Western (198,997)
35. **Fall into Darkness.** Christopher Pike. Pocket Books
36. **Baby-sitters Club Calendar 1991.** Ann M. Martin. Scholastic (190,000)
37. **Number the Stars.** Lois Lowry. Dell (185,562)
38. **Backstage Surprise (New Kids on the Block).** Seth McEvoy and Laure Smith. Pocket Books
39. **Bruce's Story (SVH Super Star #2).** Francine Pascal. Bantam
40. **Welcome to Junior High (Girl Talk #1).** L. E. Blair. Western (158,710)
41. **Merry Christmas, Mr. Carroll.** Eugene Coco. Western (154,616)
42. **Karen's Sleepover (BSLS #9).** Ann M. Martin. Scholastic (154,600)
43. **Karen's Haircut (BSLS #8).** Ann M. Martin. Scholastic (150,000)
44. **Karen's Birthday (BSLS #7).** Ann M. Martin. Scholastic (143,000)
45. **Karen's Grandmothers (BSLS #10).** Ann M. Martin. Scholastic (143,000)
46. **Witch.** Christopher Pike. Pocket Books
47. **Enid's Story (SVH Super Star #3).** Francine Pascal. Bantam
48. **The Carnival Ghost (SVT Super Chiller #3).** Francine Pascal. Bantam
49. **Jessi's Baby-sitter (BSC #36).** Ann M. Martin. Scholastic (135,000)
50. **Christmas Is Coming.** Ruth J. Morehead. Random (134,605)
51. **The Paris Connection (Nancy Drew and Hardy Boys Supermystery #6).** Carolyn Keene. Pocket Books
52. **Karen's Prize (BSLS #11).** Ann M. Martin. Scholastic (132,800)
53. **Dick Tracy.** Peter Lerangis. Western (132,484)
54. **False Impressions (Nancy Drew #43).** Carolyn Keene. Pocket Books
55. **The Fright Before Christmas.** James Howe. Avon
56. **The Secret of the Indian.** Lynne Reid Banks. Avon
57. **Wayside School Is Falling Down.** Louis Sachar. Avon
58. **The Ghost in the Graveyard (SVT Super Chiller #2).** Francine Pascal. Bantam
59. **A Date with Deception (Nancy Drew #48).** Carolyn Keene. Pocket Books
60. **A Model Crime (Nancy Drew #51).** Carolyn Keene. Pocket Books
61. **Karen's Wish (BSLS #14).** Ann M. Martin. Scholastic (120,000)
62. **Portrait in Crime (Nancy Drew #49).** Carolyn Keene. Pocket Books
63. **The Wrong Number.** R. L. Stine. Pocket Books
64. **Buried in Time (Nancy Drew and Hardy Boys Supermystery #7).** Carolyn Keene. Pocket Books
65. **Flirting with Danger (Nancy Drew #47).** Carolyn Keene. Pocket Books
66. **Scent of Danger (Nancy Drew #44).** Carolyn Keene. Pocket Books
67. **Just Me and My Mom.** Mercer Mayer. Western (115,522)
68. **Deep Secrets (Nancy Drew #50).** Carolyn Keene. Pocket Books
69. **Out of Bounds (Nancy Drew #45).** Carolyn Keene. Pocket Books
70. **Face Off (Girl Talk #2).** L. E. Blair. Western (111,920)
71. **Dick Tracy in Hot Water.** Jim Razzi, illus. by Fred Carillo and Diana Wakeman. Western (108,435)
72. **Danger for Hire (Nancy Drew #52).** Carolyn Keene. Pocket Books
73. **Dead Season (Hardy Boys #35).** Franklin W. Dixon. Pocket Books
74. **Dick Tracy on the Trail of the Blank.** Andrew Gutelle, illus. by Fred Carillo and Diana Wakeman. Western (104,314)
75. **Win, Place or Die (Nancy Drew #46).** Carolyn Keene. Pocket Books
76. **Strategic Moves (Hardy Boys #43).** Franklin W. Dixon. Pocket Books
77. **Trail of Lies ((Nancy Drew #53).** Carolyn Keene. Pocket Books
78. **Just Going to the Dentist.** Mercer Mayer. Western (102,850)
79. **Henry and Beezus.** Beverly Cleary, illus. by Louis Darling. Avon
80. **Henry and the Clubhouse.** Beverly Cleary. Avon
81. **Henry and Ribsy.** Beverly Cleary. Avon
82. **Henry Huggins.** Beverly Cleary. Avon
83. **Scared Silly.** James Howe. Avon
84. **Teenage Mutant Ninja Turtles Boxed Set.** Dave Morris. Dell (100,000)

HARDCOVER BACKLIST BESTSELLERS

150,000+

1. **The Great Waldo Search.** Martin Handford. Little, Brown, 1989 (967,182)
2. **Where's Waldo?** Martin Handford. Little, Brown, 1987 (801,543)
3. **Find Waldo Now!** Martin Handford. Little, Brown, 1988 (753,246)
4. **Green Eggs & Ham.** Dr. Seuss. Random, 1960 (332,143)
5. **Pat the Bunny.** Dorothy Kunhardt. Western, 1942 (286,301)
6. **The Cat in the Hat.** Dr. Seuss. Random, 1957 (268,26[illegible])
7. **One Fish, Two Fish.** Dr. Seuss. Random, 1960 (260,934)
8. **Big Bird's Color Game.** Illus. by Tom Cooke. Western, 1980 (248,387)
9. **Hop on Pop.** Dr. Seuss. Random, 1963 (239,630)
10. **Where the Sidewalk Ends.** Shel Silverstein. HarperCollins, 1974 (237,470)
11. **The Giving Tree.** Shel Silverstein. HarperCollins, 1964 (235,468)
12. **Farm Animals.** Phoebe Dunn. Random, 1984 (224,915)
13. **Dr. Seuss' ABC.** Dr. Seuss. Random, 1964 (216,767)
14. **The Magic Locket.** Elizabeth Koda-Callan. Workman, 1988 (211,500)
15. **The Eleventh Hour.** Graeme Base. Abrams, 1989 (206,000)
16. **The Way Things Work.** David Macaulay. Houghton Mifflin, 1988 (202,865)
17. **The Little Engine That Could.** Watty Piper, illus. by George and Doris Hauman. Grosset & Dunlap, 1978 (200,702)
18. **The Polar Express.** Chris Van Allsburg. Houghton Mifflin, 1985 (197,316)
19. **Brown Bear, Brown Bear, What Do You See?** Bill Martin Jr., illus. by Eric Carle. Holt, 1983 (193,235)
20. **The Cat in the Hat Comes Back.** Dr. Seuss. Random, 1958 (185,649)
21. **How the Grinch Stole Christmas.** Dr. Seuss. Random, 1957 (182,8[illegible])
22. **In and Out, Up and Down.** Illus. by Michael Smollin. Random, 1982 (179,867)
23. **Are You My Mother?** P. D. Eastman. Random, 1960 (178,663)
24. **The Light in the Attic.** Shel Silverstein. HarperCollins, 1981 (169,820)
25. **Fox in Sox.** Dr. Seuss. Random, 1965 (163,023)
26. **Goodnight Moon.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins, 1947 (161,797)
27. **Go, Dog. Go!** P. D. Eastman. Random, 1961 (152,149)
28. **I Can Read with My Eyes Shut.** Dr. Seuss. Random, 1968 (150,005)

100,000+

29. **Baby's First Words.** Photos by Lars Wik. Random, 1985 (147,479)
30. **Disney Babies A to Z.** Margo Lundell, illus. by Darrell Baker. Western, 1989 (146,725)
31. **Ernie and Bert Can...Can You?** Illus. by Michael Smollin. Random, 1982 (146,713)
32. **The Very Hungry Caterpillar.** Eric Carle. Philomel, 1981 (140,158)
33. **Winnie-the-Pooh All Year Long.** Walt Disney Co. Western, 1981 (138,092)
34. **Honey Rabbit.** Margo Hopkins, illus. by Cyndy Szekeres. Western, 1982 (137,787)
35. **The Very Hungry Caterpillar (mini-edition).** Eric Carle. Philomel, 1986 (135,971)
36. **My Goodnight Book.** Eloise Wilkin. Western, 1981 (134,562)
37. **Baby's Animal Friends.** Phoebe Dunn. Random, 1988 (128,044)
38. **Oh! The Thinks You Can Think!** Dr. Seuss. Random, 1975 (125,322)
39. **Walt Disney's Cinderella.** Walt Disney Co. Western, 1986 (125,322)
40. **I Am *Not* Going To Get Up Today!** Dr. Seuss, illus. by James Stevenson. Random, 1987 (123,586)
41. **Walt Disney's Snow White.** Walt Disney Co. Western, 1986 (120,973)
42. **If You Give a Mouse a Cookie.** Laura Numeroff, illus. by Felicia Bond. HarperCollins, 1985 (120,460)
43. **Baby Donald's Busy Play Group.** Illus. by Darrell Baker. Western, 1988 (119,954)
44. **The Children's Bible.** Western, 1965 (115,325)
45. **The Jolly Postman.** Janet and Allan Ahlberg. Little, Brown, 1986 (111,736)
46. **Muppet Babies ABC.** Henson Associates, illus. by Sue Venning. Western, 1984 (108,909)
47. **Big Bird Can Share.** Dina Anastasio, illus. by Tom Leigh. Western, 1985 (108,155)
48. **Walt Disney's Storyland.** Walt Disney Co. Western, 1962 (106,370)
49. **Sesame Street Fire Trucks.** Illus. by Joe Mathieu. Random, 1988 (105,314)

75,000+

50. **Who Am I?** Illus. by Norman Chartier. Western, 1978 (99,869)
51. **Walt Disney's Peter Pan.** Walt Disney Co. Western, 1989 (99,785)
52. **Trucks in the Neighborhood.** Illus. by Joe Mathieu. Random, 1988 (9[illegible],806)
53. **Lowly Worm's Word Book.** Richard Scarry. Random, 1981 (98,380)
54. **Oh, Say Can You Say?** Dr. Seuss. Random, 1979 (95,689)
55. **The Little Quiet Book.** Katharine Ross, illus. by Jean Hirashima. Random, 1989 (94,939)

Super Special #4
Baby-sitters' Island Adventure
Ann M. Martin
SLUMBER PARTY
Stan & Jan Berenstain

"Cowabunga, dude!" Popular series and licensed characters continue to ride high on the wave of success.

56. **Walt Disney's Bambi.** Walt Disney Co. Western, 1986 (94,388)
57. **Richard Scarry's Best Word Book Ever.** Richard Scarry. Western, 1963 (93,973)
58. **My Book About Me.** Dr. Seuss. Random, 1969 (92,318)
59. **Baby's ABC.** Photos by Anita and Steve Shevett. Random, 1986 (91,770)
60. **The Little Noisy Book.** Katharine Ross, illus. by Jean Hirashima. Random, 1989 (89,234)
61. **Lon Po Po: A Red-Riding Hood Story from China.** Trans. and illus. by Ed Young. Philomel, 1989 (87,432)
62. **Big Bird's Mother Goose.** Random, 1984 (86,996)
63. **The Touch Me Book.** Pat and Eve Witte, illus. by Harlow Rockell. Western, 1961 (85,910)
64. **How Many Bugs in a Box?** David Carter. Simon & Schuster, 1988 (85,000)
65. **Ernie Gets Lost.** Liza Alexander, illus. by Tom Cooke. Western, 1985 (84,470)
66. **It's Not Easy Being a Bunny.** Marilyn Sadler, illus. by Roger Bollen. Random, 1983 (84,363)
67. **Nothing to Do.** Liza Alexander, illus. by Tom Cooke. Western, 1988 (83,212)
68. **Good Dog, Carl.** Alexandra Day. Green Tiger, 1985 (83,000)
69. **The Macmillan Dictionary for Children.** Macmillan, 1989 (82,476)
70. **Sleeping Beauty.** Walt Disney Co. Western, 1986 (82,423)
71. **Ten Little Puppy Dogs.** Lisa McCue. Random, 1987 (82,123)
72. **Number the Stars.** Lois Lowry. Houghton Mifflin, 1989 (78,932)
73. **Where's Spot?** Eric Hill. Putnam, 1980 (77,905)
74. **Carl Goes Shopping.** Alexandra Day. Farrar, Straus & Giroux, 1989 (77,206)
75. **Scared of the Dark.** Liza Alexander, illus. by Tom Cooke. Western, 1986 (76,358)
76. **Peek-a-Boo! I See You!** Joan Phillips, illus. by Kathy Wilburn. Grosset & Dunlap, 1983 (76,166)
77. **Bert and the Broken Teapot.** Tish Sommers, illus. by Diane Hearn. Western, 1985 (75,764)

PAPERBACK BACKLIST BESTSELLERS

200,000+

1. **Charlotte's Web.** E. B. White. HarperCollins, 1974 (513,471)
2. **Where the Wild Things Are.** Maurice Sendak. HarperCollins, 1988 (353,256)
3. **The Night Before Christmas.** Clement C. Moore, illus. by Douglas Gorsline. Random, 1975 (348,099)
4. **The Berenstain Bears Get the Gimmies.** Stan and Jan Berenstain. Random, 1988 (338,821)
5. **The Berenstain Bears Meet Santa Bear.** Stan and Jan Berenstain. Random, 1984 (335,502)
6. **The Story of the Nutcracker Ballet.** Deborah Hautzig, illus. by Diane Goode. Random, 1986 (305,407)
7. **The Berenstain Bears and Too Much Junk Food.** Stan and Jan Berenstain. Random, 1985 (302,330)
8. **The Berenstain Bears and Too Much Television.** Stan and Jan Berenstain. Random, 1984 (301,892)
9. **A Wrinkle in Time.** Madeleine L'Engle. Dell, 1976 (292,716)
10. **The Berenstain Bears Go Out for the Team.** Stan and Jan Berenstain. Random, 1987 (289,555)
11. **The Berenstain Bears and Too Much Vacation.** Stan and Jan Berenstain. Random, 1989 (283,629)
12. **Bridge to Terabithia.** Katherine

Paterson. HarperCollins, 1987 (280,707)

13. **The Berenstain Bears Learn About Strangers.** Stan and Jan Berenstain. Random, 1985 (279,425)
14. **Where the Red Fern Grows.** Wilson awls. Bantam, 1985
15. **Sarah, Plain and Tall.** Patricia MacLachlan. HarperCollins, 1987 (274,908)
16. **The Berenstain Bears: No Girls Allowed.** Stan and Jan Berenstain. Random, 1986 (272,891)
17. **Roll of Thunder, Hear My Cry.** Mildred D. Taylor. Bantam, 1985
18. **The Berenstain Bears and the Week at Grandma's.** Stan and Jan Berenstain. Random, 1986 (259,447)
19. **The Berenstain Bears and the Messy Room.** Stan and Jan Berenstain. Random, 1983 (255,441)
20. **The Outsiders.** S. E. Hinton. Dell, 1968 (255,344)
21. **The Berenstain Bears and the Truth.** Stan and Jan Berenstain. Random, 1983 (248,977)
22. **The Berenstain Bears Forget Their Manners.** Stan and Jan Berenstain. Random, 1985 (244,491)
23. **Hatchet.** Gary Paulsen. Puffin, 1988 (243,898)
24. **The Berenstain Bears and the Ghost of the Forest.** Stan and Jan Berenstain. Random, 1988 (234,206)
25. **The Berenstain Bears and the Trouble with Friends.** Stan and Jan Berenstain. Random, 1987 (230,985)
26. **Goodnight Moon.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins, 1977 (227,008)
27. **The Berenstain Bears and the In-Crowd.** Stan and Jan Berenstain. Random, 1989 (226,709)
28. **Kristy's Great Idea (BSC #1).** Ann M. Martin. Scholastic, 1986 (223,000)
29. **The Berenstain Bears Go to School.** Stan and Jan Berenstain. Random, 1978 (221,629)
30. **The Berenstain Bears in the Dark.** Stan and Jan Berenstain. Random, 1982 (220,242)
31. **Claudia and the Phantom (BSC #2).** Ann M. Martin. Scholastic, 1986 (219,100)
32. **The Berenstain Bears and Too Much Birthday.** Stan and Jan Berenstain. Random, 1986 (215,922)
33. **Dear Mr. Henshaw.** Beverly Cleary. Dell, 1984 (215,916)
34. **The Berenstain Bears and the Double Dare.** Stan and Jan Berenstain. Random, 1988 (214,023)
35. **More Scary Stories to Tell in the Dark.** Alvin Schwartz. HarperCollins, 1986 (212,260)
36. **The Berenstain Bears and the Bad Habit.** Stan and Jan Berenstain. Random, 1987 (212,226)
37. **The Berenstain Bears Visit the Dentist.** Stan and Jan Berenstain. Random, 1981 (212,184)
38. **The Berenstain Bears' New Baby.** Stan and Jan Berenstain. Random, 1974 (211,600)
39. **Tales of a Fourth Grade Nothing.** Judy Blume. Dell, 1976 (206,688)
40. **The Berenstain Bears Go to Camp.** Stan and Jan Berenstain. Random, 1982 (205,150)
41. **The Berenstain Bears and the Bad Dream.** Stan and Jan Berenstain. Random, 1988 (203,092)
42. **The Berenstain Bears Trick or Treat.** Stan and Jan Berenstain. Random, 1989 (203,073)
43. **The Cay.** Theodore Taylor. Avon, 1979
44. **The Indian in the Cupboard.** Lynne Reid Banks. Avon, 1982

100,000+

45. **The Christmas Story with Ruth J. Morehead's Holly Babes.** Ruth J. Morehead. Random, 1986 (197,871)
46. **The Lion, the Witch and the Wardrobe.** C. S. Lewis. Collier, 1970 (193,234)
47. **Little House in the Big Woods.** Laura Ingalls Wilder. HarperCollins, 1971 (192,075)
48. **Julie of the Wolves.** Jean Craighead George. HarperCollins, 1989 (190,625)
49. **James and the Giant Peach.** Roald Dahl. Puffin, 1988 (190,538)
50. **Just Shopping with Mom.** Mercer Mayer. Western, 1989 (188,362)
51. **The Berenstain Bears Get in a Fight.** Stan and Jan Berenstain. Random, 1982 (187,258)
52. **Alexander and the Terrible, Horrible, No Good, Very Bad Day.** Judith Viorst, illus. by Ray Cruz. Aladdin, 1987 (187,241)
53. **Ramona Quimby, Age 8.** Beverly Cleary. Dell, 1982 (186,672)
54. **The Witch of Blackbird Pond.** Elizabeth George Speare. Dell, 1972 (185,360)
55. **Johnny Tremain.** Esther Forbes. Dell, 1969 (185,068)
56. **The Truth About Stacey (BSC #3).** Ann M. Martin. Scholastic, 1986 (183,400)
57. **I Was So Mad!** Mercer Mayer. Western, 1985 (176,718)
58. **Superfudge.** Judy Blume. Dell, 1981 (175,164)
59. **The Berenstain Bears' Trouble at School.** Stan and Jan Berenstain. Random, 1987 (175,150)
60. **The Berenstain Bears Go to the Doctor.** Stan and Jan Berenstain. Random, 1981 (170,465)
61. **The Boxcar Children (Boxcar Children #1).** Gertrude Chandler Warner. Whitman, 1989 (169,881)
62. **Just Go to Bed.** Mercer Mayer. Western, 1985 (168,353)
63. **Mary Anne Saves the Day (BSC #4).** Ann M. Martin. Scholastic, 1987 (167,600)
64. **Stone Fox.** John R. Gardiner. HarperCollins, 1983 (166,904)
65. **The Story of Christmas.** Paul Fehlner. Western, 1989 (166,261)
66. **How to Eat Fried Worms.** Thomas Rockwell. Dell, 1953 (166,248)
67. **Mary Anne and the Great Romance (BSC #30).** Ann M. Martin. Scholastic, 1989 (165,900)
68. **When I Get Bigger.** Mercer Mayer. Western, 1985 (162,975)
69. **Bea and Mrs. Jones.** Amy Schwartz. Puffin, 1983 (162,589)
70. **Little House on the Prairie.** Laura Ingalls Wilder. HarperCollins, 1971 (161,463)
71. **The Berenstain Bears' Moving Day.** Stan and Jan Berenstain. Random, 1981 (159,546)
72. **The Berenstain Bears Blaze a Trail.** Stan and Jan Berenstain. Random, 1987 (159,232)
73. **The Berenstain Bears' Trouble With Money.** Stan and Jan Berenstain. Random, 1983 (157,006)
74. **The Best Christmas Pageant Ever.** Barbara Robinson. HarperCollins, 1988 (152,557)
75. **I Just Forgot!** Mercer Mayer. Western, 1988 (150,811)
76. **The Berenstain Bears and Mama's New Job.** Stan and Jan Berenstain. Random, 1984 (149,905)
77. **All by Myself.** Mercer Mayer. Western, 1985 (149,390)
78. **The Berenstain Bears and the Big Road Race.** Stan and Jan Berenstain. Random, 1987 (148,998)
79. **Merry Christmas, Mom and Dad.** Mercer Mayer. Western, 1982 (148,962)
80. **The Day of the Dinosaur.** Stan and Jan Berenstain, illus. by Michael Berenstain. Random, 1987 (147,177)
81. **The Runaway Bunny.** Margaret Wise Brown, illus. by Clement Hurd. HarperCollins, 1977 (146,968)
82. **Corduroy.** Don Freeman. Puffin, 1976 (146,433)
83. **Frog and Toad Are Friends.** Arnold Lobel. HarperCollins, 1979 (145,958)
84. **The Berenstain Bears and the Sitter.** Stan and Jan Berenstain. Random, 1981 (144,296)
85. **Summer of the Swans** by Betsy Byars. Puffin, 1981 (143,786)
86. **Mallory and the Mystery Diary (BSC #29).** Ann M. Martin. Scholastic, 1989 (141,800)
87. **Baby-sitters on Board (Super Special #1).** Ann M. Martin. Scholastic, 1988 (140,700)
88. **Stuart Little.** E. B. White. HarperCollins, 1974 (140,360)
89. **The Berenstain Bears Get Stage Fright.** Stan and Jan Berenstain. Random, 1986 (139,108)
90. **Chocolate Touch.** Margot Apple. Bantam, 1986
91. **The Velveteen Rabbit.** Margery Williams, illus. by Florence Graham. Grosset & Dunlap, 1987 (138,285)

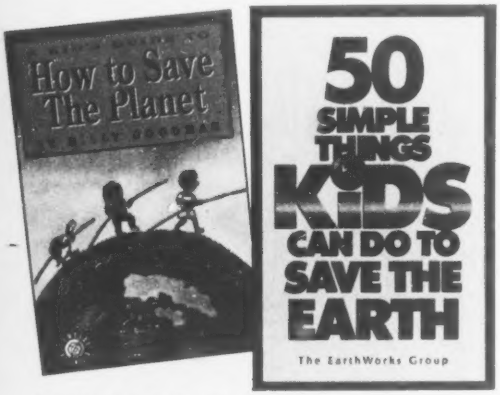
92. **The Little Mermaid.** Adapted by Freya Littledale, illus. by Daniel San Souci. Scholastic, 1986 (138,100)

93. **Tuck Everlasting.** Natalie Babbitt. Farrar, Straus & Giroux, 1985 (138,085)

94. **The New Baby.** Mercer Mayer. Western, 1985 (137,854)

95. **My Side of the Mountain.** Jean Craighead George. Puffin, 1988 (136,607)

96. **The Easy-to-Read Little Engine That Could.** Watty Piper, illus. by Mateu. Grosset & Dunlap, 1986 (135,953)



***Timely book topics** like environmental conservation and world peace were well received in 1990.*

97. **Are You There, God? It's Me, Margaret.** Judy Blume. Dell, 1979 (135,396)

98. **Baby Sister Says No.** Mercer Mayer. Western, 1987 (134,950)

99. **Just Me and My Dad.** Mercer Mayer. Western, 1977 (134,098)

100. **A Day No Pigs Would Die.** Robert Newton Peck. Dell, 1979 (134,088)

101. **Surprise Island (Boxcar Children #2).** Gertrude Chandler Warner. Whitman, 1989 (131,136)

102. **Frog and Toad Together.** Arnold Lobel. HarperCollins, 1979 (130,771)

103. **A Visit to the Sesame Street Fire House.** Dan Elliott, illus. by Joe Mathieu. Random, 1983 (129,046)

104. **Dawn and the Impossible Three (BSC #5).** Ann M. Martin. Scholastic, 1987 (125,900)

105. **Charlie and the Chocolate Factory.** Roald Dahl. Puffin, 1988 (125,078)

106. **The Light in the Forest.** Conrad Richter. Bantam, 1985

107. **Remember Me.** Christopher Pike. Pocket Books, 1989

108. **Just Me and My Puppy.** Mercer Mayer. Western, 1985 (124,533)

109. **Freckle Juice.** Judy Blume. Dell, 1978 (122,724)

110. **Scary Stories to Tell in the Dark.** Alvin Schwartz. HarperCollins, 1986 (122,291)

111. **The Berenstain Bears: Ready, Get Set, Go.** Stan and Jan Berenstain. Random, 1988 (122,167)

112. **The Bird Book and Bird Feeder.** Neil and Karen Dawe. Workman, 1988 (122,000)

113. **The Berenstain Bears on the Job.** Stan and Jan Berenstain. Random, 1987 (12[illegible]67)

114. **Ghost at Dawn's House (BSC #9).** Ann M. Martin. Scholastic, 1987 (119,400)

115. **On the Banks of Plum Creek.** Laura Ingalls Wilder. HarperCollins, 1971 (119,081)

116. **Ramona the Pest.** Beverly Cleary. Dell, 1982 (119,256)

117. **Amelia Bedelia.** Peggy Parish. HarperCollins, 1983 (118,286)

118. **Boy Crazy Stacey (BSC #8).** Ann M. Martin. Scholastic, 1987 (117,900)

119. **The Chronicles of Narnia (boxed set).** C. S. Lewis. Collier, 1970 (116,943)

120. **Kristy's Big Day (BSC #6).** Ann M. Martin. Scholastic, 1987 (116,200)

121. **Just As Long As We're Together.** Judy Blume. Dell, 1988 (114,312)

122. **The Cricket in Times Square.** George Selden, illus. by Garth Williams. Dell, 1970 (113,409)

123. **The Great Gilly Hopkins.** Katherine Paterson. HarperCollins, 1987 (113,059)

124. **Me Too!** Mercer Mayer. Western, 1985 (111,867)

125. **Baby-sitters Summer Vacation (Super Special #2).** Ann M. Martin. Scholastic, 1989 (111,700)

126. **There's a Boy in the Girls' Bathroom.** Louis Sachar. Knopf, 1988 (110,882)

127. **Just My Friend and Me.** Mercer Mayer. Western, 1988 (110,708)

128. **Kristy and the Snobs (BSC #11).** Ann M. Martin. Scholastic, 1988 (110,300)

129. **The Chocolate War.** Robert Cormier. Dell, 1975 (109,788)

130. **Claudia and Mean Janine (BSC #7).** Ann M. Martin. Scholastic, 1987 (109,300)

131. **Just Grandpa and Me.** Mercer Mayer. Western, 1985 (108,750)

132. **Just a Daydream.** Mercer Mayer. Western, 1989 (108,509)

133. **500 Words to Grow On.** Harry McNaught. Random, 1973 (108,044)

134. **Yellow House Mystery (Boxcar Children #3).** Gertrude Chandler Warner. Whitman, 1989 (107,506)

135. **Jessi and the Superbrat (BSC #27).** Ann M. Martin. Scholastic, 1989 (107,200)

136. **The Berenstain Bears and the Missing Honey.** Stan and Jan Berenstain. Random, 1987 (106,731)

137. **Farmer Boy.** Laura Ingalls Wilder. HarperCollins, 1971 (106,687)

138. **From the Mixed-up Files of Mrs. Basil E. Frankweiler.** E. L. Konigsburg. Dell, 1977 (106,000)

139. **Just Grandma and Me.** Mercer Mayer. Western, 1983 (105,344)

140. **Logan Likes Mary Anne (BSC #10).** Ann M. Martin. Scholastic, 1988 (104,700)

141. **That Was Then, This Is Now.** S. E. Hinton. Dell, 1972 (104,000)

142. **Sadako and the Thousand Paper Cranes.** Eleanor Coerr. Dell, 1979 (103,992)

143. **The Little Prince.** Antoine de St.-Exupéry. HBJ, 1968 (103,558)

144. **A Visit to the Sesame Street Library.** Deborah Hautzig, illus. by Joe Mathieu. Random, 1986 (102,940)

145. **Sounder.** William H. Armstrong. HarperCollins, 1972 (102,843)

146. **Wump World.** Bill Peet. Houghton Mifflin, 1981 (102,665)

147. **Ramona Forever.** Beverly Cleary. Dell, 1985 (102,120)

148. **Karen's Witch (BSLS #1).** Ann M. Martin. Scholastic, 1988 (102,000)

149. **The Mouse and the Motorcycle.** Beverly Cleary. Dell, 1980 (102,000)

150. **Chocolate Fever.** Robert Kimmel Smith. Dell, 1978 (101,543)

151. **Dawn on the Coast (BSC #23).** Ann M. Martin. Scholastic, 1989 (101,300)

152. **Big Bird's Bedtime Story Book.** Rick Wetzel and Maggie Swanson. Random, 1987 (101,278)

153. **Just Me and My Little Sister.** Mercer Mayer. Western, 1986 (101,067)

154. **On My Honor.** Marion Dane Bauer. Dell, 1987 (101[illegible]

155. **Ramona the Brave.** Beverly Cleary. Dell, 1984 (100,848)

156. **Mystery Ranch (Boxcar Children #4).** Gertrude Chandler Warner. Whitman, 1989 (100,731)

157. **Danny, the Champion of the World.** Roald Dahl. Puffin, 1988 (100,559)

158. **The Long Winter.** Laura Ingalls Wilder. HarperCollins, 1971 (100,513)

159. **Just for You.** Mercer Mayer. Western, 1977 (100,083)

160. **Bunnicula.** James Howe. Avon, 1980

161. **The Celery Stalks at Midnight.** James Howe. Avon, 1984

162. **Chain Letter.** Christopher Pike. Avon, 1986

163. **Howliday Inn.** James Howe. Avon, 1983

164. **Nighty-Nightmare.** James Howe. Avon, 1988

165. **No Boys Allowed! (Camp Sunnyside #1).** Marilyn Kaye. Avon, 1989

166. **The Return of the Indian.** Lynne Reid Banks. Avon, 1987

167. **Sideways Stories from Wayside School.** Louis Sachar. Avon, 1985 ☐

Title Output Down, Prices Stable

1990 looks like the third year in a row of fewer titles, and some average prices actually declined

BY CHANDER B. GRANNIS

American book publishers cut down on their title output in 1988 and 1989, and probably in 1990; and they have been keeping their prices in line for the most part, with actual reductions in some categories.

Such are the main conclusions from data compiled for *PW* by the Weekly Record/Book Publishing Record division of R.R. Bowker, with the help of computer-processed catalogue material from the Library of Congress.

As noted in a summary (*PW*, Feb. 8, 1991) of delayed reports for 1989, the total U.S. book output for that year was 53,446, compared with 55,489 for 1988, about 3.6% down. Here we present preliminary 1990 figures (Table 1), showing 38,884 titles recorded by Bowker through

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY	1988 ALL HARD & PAPER	1989 FINAL HARD & TRADE PAPER Books	Editions	Totals	1989 FINAL ALL HARD & PAPER	1990 PRELIMINARY HARD & TRADE PAPER Books	Editions	Totals	1990 PRELIMINARY ALL HARD & PAPER
Agriculture	666	464	94	558	562	348	77	425	425
Art	1,602	1,358	202	1,560	1,569	903	102	1,005	1,014
Biography	2,250	1,855	261	2,116	2,193	1,464	204	1,668	1,709
Business	1,647	1,163	386	1,549	1,569	712	227	939	953
Education	1,113	871	164	1,035	1,054	726	134	860	869
Fiction	5,564	3,131	182	3,313	5,941	2,393	150	2,543	5,010
General Works	2,475	1,937	331	2,263	2,332	1,116	201	1,317	1,354
History	3,260	2,093	438	2,531	2,563	1,532	298	1,830	1,850
Home Economics	1,057	740	161	901	949	508	96	604	640
Juveniles	4,954	4,867	170	5,037	5,413	4,153	220	4,373	4,711
Language	628	454	118	572	586	377	110	487	504
Law	1,343	802	292	1,094	1,096	497	197	694	697
Literature	2,272	1,988	281	2,269	2,298	1,531	173	1,704	1,729
Medicine	3,900	2,765	653	3,418	5,437	1,951	431	2,382	2,412
Music	329	306	67	373	375	195	50	245	250
Philosophy, Psychology	1,955	1,652	298	1,950	2,058	1,172	168	1,340	1,443
Poetry, Drama	1,270	1,053	64	1,117	1,128	695	30	725	728
Religion	2,746	2,306	269	2,575	2,586	1,606	203	1,809	1,820
Science	3,743	2,698	574	3,272	3,288	1,736	352	2,088	2,097
Sociology, Economics	8,247	6,907	1,005	7,912	7,971	5,135	685	5,820	5,866
Sports, Recreation	1,099	801	142	943	1,077	592	98	690	802
Technology	2,694	2,196	477	2,673	2,690	1,267	312	1,579	1,593
Travel	669	515	173	688	901	298	92	390	408
Total	55,483	42,922	6,802	49,724	53,446	30,907	4,610	35,517	38,884

NOTE: Figures for mass market paperbound book production are based on entries in R.R. Bowker's *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1988 TOTALS	1989 FINAL NEW BOOKS	1989 FINAL NEW ED'NS	1989 FINAL TOTALS	1990 PRELIMINARY NEW BOOKS	1990 PRELIMINARY NEW ED'NS	1990 PRELIMINARY TOTALS
Fiction	481	413	145	558	232	90	322
Nonfiction	16,610	13,083	2,972	16,055	9,248	2,089	11,337
Total	17,091	13,496	3,117	16,613	9,480	2,179	11,659

Jan. 31, 1991. Final 1990 figures should be available by midsummer. The preliminary 1990 total is well below the preliminary 1989 figure of 45,718 (*PW*, Mar. 9, 1990).

Mass market figures are up to date because they are derived directly from Bowker's *Paperbound Books in Print*: the figures in Table 3 are in effect "final." They show that the output jumped in 1989 but fell back in 1990 in all important categories. In trade paperbacks, Table 2, fiction increased in 1989. Imports, Table 4, dropped in 1989 to 7,315 from 8,626, while translations, Table 5, dropped to 1,893 from 2,012.

Some highlights of price trends, showing 1990 averages followed by 1989 averages in parentheses are: Table A, hardcover, $39.90 ($40), including fiction, $20.01 ($18.69); and children's books, an increase of 6 cents. Table A-1, hardcovers priced below $81, overall average $30.97 ($30.08), including fiction, $19.38 ($18.50); juveniles, $12.92 ($12.19). Table C, trade paperbacks, overall, $16.62 ($17.16); fiction $10.95 ($9.87); juveniles, $6.75 ($6.60).

Mass market paperbacks, Table 5, cost just a little more in 1990; overall, $4.47 ($4.32).

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers, as follows:

Agriculture, 630-639, 712-719; Art, 700-711, 720-779; Biography, 920-929, B; Business, 650-659; Education, 370-379; Fiction; General Works, 000-099; History, 900-909, 930-999; Home Economics, 640-649; Juveniles; Language, 400-499; Law, 340-349; Literature 800-810, 813-820, 823-899; Medicine, 610-619; Music, 780-789; Philosophy, Psychology, 100-199; Poetry, Drama, 811, 812, 821,822; Religion, 200-299; Science, 500-599; Sociology, Economics, 300-339, 350-369, 380-399; Sports, Recreation, 790-799; Technology, 600-609, 620-629, 660-699; Travel, 910-919.

TABLE 3

MASS MARKET PAPERBACKS

CATEGORY	1988 FIN.	1989 FIN.	1990 PREL.
Agriculture	3	4	0
Art	15	9	9
Biography	67	77	41
Business	12	20	14
Education	15	19	9
Fiction	1,956	2,678	2,467
General Works	54	64	17
History	23	32	20
Home Econ.	73	48	36
Juveniles	307	376	338
Language	12	14	17
Law	4	2	3
Literature	34	29	25
Medicine	38	29	30
Music	1	2	5
Philosophy, Psychology	95	108	103
Poetry, Drama	46	11	3
Religion	17	11	11
Science	9	16	9
Sociology, Economics	63	59	46
Sports, Recreation	132	134	112
Technology	28	17	14
Travel	17	13	18
Total	3,021	3,722	3,367

TABLE 4

IMPORTED TITLES

HARD & TRADE PAPER ONLY

CATEGORY	1988	1989 FINAL			1990 PRELIM.		
	TOTALS	BOOKS	ED'NS	TOTALS	BOOKS	ED'NS	TOTALS
Agriculture	129	90	14	104	50	13	63
Art	154	110	18	128	45	6	51
Biography	190	130	14	144	73	5	78
Business	194	135	17	152	85	12	97
Education	239	221	11	233	190	13	203
Fiction	287	103	16	119	66	12	78
General Works	372	298	24	322	172	23	195
History	509	324	52	376	206	30	236
Home Econ.	36	23	8	31	8	3	11
Juveniles	104	91	10	101	80	6	86
Language	206	162	20	182	134	16	150
Law	191	126	32	156	79	24	103
Literature	330	263	10	275	167	11	178
Medicine	779	625	87	712	387	46	433
Music	74	73	5	78	33	11	44
Philosophy, Psychology	275	331	17	348	224	7	231
Poetry, Drama	224	134	13	147	75	6	81
Religion	162	151	22	173	119	15	134
Science	1,396	1,067	120	1,187	671	85	756
Sociology, Economics	1,825	1,464	111	1,575	996	56	1,052
Sports, Recreation	97	81	13	94	42	4	46
Technology	897	550	88	638	364	47	411
Travel	52	33	6	39	26	2	28
Total	8,626	6,587	728	7,315	4,292	453	4,745

TABLE 5

TRANSLATIONS INTO ENGLISH

HARD & TRADE PAPER ONLY

	ARABIC	CHINESE	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTALS
1985 Final	8	27	17	40	5	416	369	29	92	59	30	13	182	86	28	15	N/A	1,412
1986 Final	29	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,791
1987 Final	33	39	24	45	3	580	486	45	115	65	38	16	245	130	36	9	N/A	1,908
1988 Final	27	34	23	49	5	570	501	45	129	95	43	12	256	162	47	14	N/A	2,012
1989 Final	45	26	49	33	3	442	453	56	142	84	38	12	251	121	36	12	N/A	1,893
1990 Prelim.	20	40	23	34	8	321	202	24	68	61	23	6	145	102	29	5	N/A	1,105

NOTE: "Total" covers only the languages listed here.

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES

CATEGORY	1977 PRICES	1988 PRICES	1989 FINAL VOLS.	1989 FINAL $ TOTAL	1989 FINAL PRICES	1990 PRELIMINARY VOLS.	1990 PRELIMINARY $ TOTAL	1990 PRELIMINARY PRICES
Agriculture	$16.24	$49.36	387	$19,801.59	$51.05	301	$15,915.48	$52.87
Art	21.24	39.96	941	47,332.14	50.30	625	25,733.06	41.17
Biography	15.34	25.99	1,485	40,598.34	27.34	1,192	32,775.69	27.49
Business	18.00	37.51	922	34,979.57	37.94	605	27,335.97	45.18
Education	12.95	33.55	534	20,086.59	37.62	474	18,195.29	38.38
Fiction	10.09	17.63	2,236	41,781.74	18.69	1,734	34,707.31	20.01
General Works	30.99	50.35	1,257	62,514.63	49.73	815	44,884.17	55.07
History	17.12	33.44	1,747	66,292.25	37.95	1,213	43,186.47	35.60
Home Economics	11.16	21.38	458	10,153.64	22.17	298	7,257.33	24.35
Juveniles	6.65	11.79	4,040	52,548.78	13.01	3,434	44,916.58	13.07
Language	14.96	40.42	297	14,063.96	47.35	242	9,300.37	38.43
Law	25.04	50.85	767	44,960.01	58.62	477	26,278.67	55.09
Literature	15.78	30.85	1,421	46,522.81	32.74	1,118	39,136.47	35.00
Medicine	24.00	66.59	2,455	171,519.32	69.87	1,767	119,195.39	67.45
Music	20.13	36.95	254	10,600.63	41.73	161	6,648.70	41.29
Philosophy, Psychology	14.43	34.75	1,158	42,330.09	36.55	837	33,188.88	39.65
Poetry, Drama	13.63	28.02	574	17,863.46	31.12	407	12,546.05	30.86
Religion	12.26	26.73	1,082	30,426.32	28.12	782	24,454.76	31.27
Science	24.88	66.91	2,341	161,294.00	68.90	1,570	112,226.79	71.48
Sociology, Economics	29.88	37.25	4,987	205,761.97	41.26	3,768	155,429.66	41.24
Sports, Recreation	12.28	27.33	476	14,005.76	29.46	330	9,925.97	30.07
Technology	23.61	65.26	1,902	135,113.90	71.04	1,174	88,970.41	75.78
Travel	18.44	26.22	239	7,497.26	31.37	144	4,300.68	29.86
Total	$19.22	$39.00	31,960	$1,298,048.76	$40.61	23,468	936,528.15	$39.90

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1987 PRICES	1988 PRICES	1989 FINAL VOLS.	1989 FINAL $ TOTAL	1989 FINAL PRICES	1990 PRELIMINARY VOLS.	1990 PRELIMINARY $ TOTAL	1990 PRELIMINARY PRICES
Agriculture	$32.44	$32.43	310	$10,558.34	$ 34.06	249	$ 8,501.48	$34.14
Art	33.07	33.85	886	33,438.34	37.74	594	21,965.91	36.97
Biography	22.75	23.81	1,447	35,991.57	23.49	1,168	29,527.24	25.28
Business	30.48	32.91	883	30,033.77	34.01	578	20,807.97	35.99
Education	29.37	32.03	524	19,142.64	36.53	463	17,051.34	36.82
Fiction	17.02	17.82	2,232	41,292.34	18.50	1,724	33,414.41	19.38
General Works	34.22	36.77	1,126	42,703.62	37.93	710	29,376.82	41.37
History	29.58	30.71	1,701	54,367.25	31.96	1,183	39,288.96	33.21
Home Economics	19.23	21.06	454	9,807.64	21.60	294	6,678.83	22.71
Juveniles	11.29	11.84	4,039	49,243.50	12.19	3,430	44,316.73	12.92
Language	33.26	35.06	262	9,106.61	34.76	227	7,798.64	34.35
Law	37.40	37.78	614	23,762.11	38.70	389	15,416.77	39.63
Literature	28.97	29.58	1,406	43,266.96	30.77	1,099	36,676.47	33.37
Medicine	38.33	49.79	1,684	67,723.14	40.22	1,245	51,062.13	41.01
Music	31.92	35.54	239	8,484.98	35.50	152	5,731.75	37.70
Philosophy, Psychology	31.48	32.78	1,117	37,307.54	33.40	788	27,875.77	35.37
Poetry, Drama	24.99	27.10	556	15,471.96	27.83	400	11,746.05	29.36
Religion	23.09	26.10	1,063	28,434.57	26.75	764	22,604.96	29.58
Science	43.02	51.86	1,944	71,545.04	36.80	1,065	48,071.73	45.13
Sociology, Economics	31.65	34.99	4,798	170,339.14	35.50	3,618	135,197.21	37.36
Sports, Recreation	23.32	24.45	469	12,852.26	27.40	327	9,498.47	29.04
Technology	41.68	53.45	1,337	59,084.88	44.19	789	36,123.51	45.78
Travel	24.45	24.87	231	6,156.26	26.65	143	4,165.68	29.13
Total	$28.96	$31.23	29,322	$880,114.46	$30.08	21,399	$662,898.83	$30.97

TABLE B

MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1988 PRICES	1989 FINAL VOLS.	1989 FINAL $ TOTAL	1989 FINAL PRICES	1990 PRELIMINARY VOLS.	1990 PRELIMINARY $ TOTAL	1990 PRELIMINARY PRICES
Agriculture	$ 4.32	...4	$ 33.80	$ 8.45	0	$ 0	$ 0
Art	10.35	9	106.55	11.83	9	124.55	13.84
Biography	6.20	77	496.05	6.44	41	282.15	6.88
Business	7.55	20	178.50	8.93	14	107.85	7.70
Education	7.19	19	160.05	8.42	9	57.55	6.39
Fiction	3.97	2,628	9,924.15	3.78	2,462	9,897.40	4.02
General Works	6.92	64	450.75	7.04	37	256.80	6.94
History	6.56	32	203.70	6.37	20	115.20	5.76
Home Economics	6.27	48	345.80	7.20	34	232.95	6.85
Juveniles	3.18	376	1,197.85	3.19	337	1,222.30	3.63
Language	6.01	14	76.85	5.49	17	91.15	5.36
Law	4.59	2	13.90	6.95	3	. 19.85	6.61
Literature	5.44	29	176.85	6.10	25	168.20	6.73
Medicine	6.72	29	235.20	8.11	30	244.60	8.15
Music	2.95	2	13.45	6.73	5	23.75	4.75
Philosophy, Psychology	6.11	108	549.45	5.09	103	556.80	5.41
Poetry, Drama	3.29	11	59.80	5.44	3	14.85	4.95
Religion	4.76	11	69.60	6.96	11	82.55	7.51
Science	5.46	16	159.80	9.99	9	82.55	9.17
Sociology, Economics	5.82	59	369.00	6.24	46	309.20	6.72
Sports, Recreation	5.87	134	758.10	5.66	111	585.05	5.27
Technology	18.16	17	356.15	20.95	14	348.30	24.88
Travel	10.95	13	129.35	9.95	18	200.10	11.12
Total	$4.55	3,722	$16,063.15	$4.32	3,358	$15,023.70	$4.47

TABLE C

TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1987 PRICES	1988 PRICES	1989 FINAL VOLS.	1989 FINAL $ TOTAL	1989 FINAL PRICES	1990 PRELIMINARY VOLS.	1990 PRELIMINARY $ TOTAL	1990 PRELIMINARY PRICES
Agriculture	$ 5.01	$17.14	155	$ 2,556.62	$16.49	114	$ 1,831.18	$ 16.06
Art	6.27	15.65	585	9,985.51	17.07	361	6,325.96	17.52
Biography	4.91	11.12	601	6,863.59	11.42	449	5,781.33	12.87
Business	7.09	19.43	533	11,347.10	21.29	321	5,853.44	18.23
Education	5.72	15.64	461	8,667.37	18.80	369	7,111.73	19.27
Fiction	4.20	10.07	1,026	10,124.65	9.87	760	8,329.15	10.95
General Works	6.18	23.85	912	24,571.91	26.94	482	13,962.14	28.96
History	5.81	13.88	791	12,412.16	15.69	579	10,190.55	17.60
Home Economics	4.77	11.61	422	5,104.22	12.10	304	3,934.74	12.94
Juveniles	2.68	6.13	941	6,249.32	6.64	844	5,704.64	6.75
Language	7.79	15.50	231	4,163.03	18.02	230	3,686.23	16.02
Law	10.66	24.73	291	6,927.56	23.81	205	4,538.42	22.13
Literature	5.18	13.33	726	10,767.35	14.83	560	8,534.82	15.24
Medicine	7.63	19.74	841	18,713.70	22.25	574	12,857.42	22.39
Music	6.36	14.54	110	2,029.23	18.45	80	1,430.15	17.87
Philosophy, Psychology	5.57	13.72	723	10,890.87	15.06	484	7,203.79	14.88
Poetry, Drama	4.71	10.36	518	5,686.15	10.98	303	3,654.68	12.06
Religion	3.68	9.99	1,434	15,867.07	11.06	1,006	11,937.84	11.86
Science	8.81	23.76	744	20,191.75	27.14	479	12,452.70	25.99
Sociology, Economics	6.03	16.69	2,584	52,523.69	20.33	1,942	36,832.14	18.96
Sports, Recreation	4.87	12.26	446	5,957.84	13.36	353	4,671.79	13.23
Technology	7.97	23.93	678	19,419.82	28.64	386	9,993.23	25.88
Travel	5.21	11.73	442	6,944.90	15.71	245	3,196.55	13.04
Total	$5.93	$15.01	16,195	$277,965.41	$17.16	11,430	$190,014.62	$ 16.62

TABLE D

THREE CLOTH CATEGORIES—*PW* ANNOUNCEMENT FALL ADS

NOVELS*	AVG.	MED.	BIOGRAPHY**	AVG.	MED.	HISTORY***	AVG.—	MED.
1990—136 vols./35 pubs.	$19.84	$19.95	1990—135 vols./62 pubs.	$26.04	$24.95	1990—153 vols./62 pubs.	$28.79	$25.00
1989—187 vols./20 pubs.	$15.88	$18.95	1989—133 vols./61 pubs.	$22.64	$19.95	1989—151 vols./71 pubs.	$28.92	$22.50
1988—209 vols./39 pubs.	$18.48	$18.95	1988—132 vols./55 pubs.	$25.29	$22.50	1988—154 vols./68 pubs.	$27.17	$24.95
1987—198 vols./42 pubs.	$17.90	$16.95	1987—115 vols./64 pubs.	$25.30	$19.95	1987—182 vols./66 pubs.	$27.05	$24.95
1986—305 vols./53 pubs.	$17.13	$16.95	1986—125 vols./53 pubs.	$22.28	$19.95	1986— 73 vols./24 pubs.	$28.99	$24.95
1985—219 vols./49 pubs.	$16.53	$16.95	1985—137 vols./60 pubs.	$22.09	$19.50	1985—179 vols./70 pubs.	$24.25	$25.00
1984—172 vols./42 pubs.	$16.46	$15.95	1984—134 vols./60 pubs.	$21.75	$18.95	1984—149 vols./79 pubs.	$24.77	$22.50

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The Rights Agency
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FRANCE
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ITALY
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JAPAN
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By Steve Sherman

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Albin Michel to Have Majority In France's Second-Largest Club

France's number-two book club, Grand Livre du Mois (GLM), until now controlled by publishers Robert Laffont (33%) and Albin Michel (23%), will soon have an Albin Michel majority. After merging into Groupe de la Cité, already 50% partner with Bertelsmann in the giant France Loisirs club, Laffont was unable to hold on to its share of GLM—which would have given one group a virtual monopoly of French book club business.

The divestiture takes the form of a swap: Albin Michel absorbs Laffont's third of GLM, Laffont gets Albin Michel's 50% of distributor Inter-Forum, until now a 50–50 Laffont-Albin Michel partnership. The next question will be: how to merge or reconcile Inter-Forum with Groupe de la Cité's still larger distribution facilities. —H.R.L.

Heyne Gets Minority Partner

Heyne, Germany's largest paperback publisher, until now a family company, is opening the door slightly to take in a minority partner. He is Hans-Peter Übleis, Heyne's editorial director until now; under the new dispensation he becomes president and publisher. Rolf Heyne, 63, son of the company's founder, remains chairman.

Heyne had been founded as a general trade imprint, becoming a paperback leader under Rolf Heyne after his return from a stay in the United States. The house does 700 books a year and reported sales of some $70 million in 1990 (representing a 25% increase over the previous year). There is also a small and growing hardcover list.

Austrian-born Übleis, 40, came to Heyne from Fritz Molden in Vienna. He is a familiar face at ABA conventions; because of the company's commercial profile, it is one of Europe's leading buyers of American fiction and general nonfiction. —H.R.L.

New Recordkeeping Law Challenged

A group of librarians, booksellers, publishers, artists, distributors and photographers have filed suit in U.S. District Court in Washington, D.C., seeking to overturn a new recordkeeping law. It makes it a felony to produce any works—including artistic images of adults—in which people are depicted engaging in sexual "conduct" unless records are kept of the names, addresses and ages of those in the photographs.

The 10 plaintiffs, including the American Booksellers Association and the American Library Association, say the law effectively criminalizes the creation and dissemination of First Amendment-protected literary, artistic and scientific works with sexual content. —H.F.

'Times' to Assign Cohen to Israel

New York Times publishing reporter Roger Cohen will become the paper's Israel correspondent based in Jerusalem beginning in August.

Cohen, who was an international correspondent before joining the *Times* in 1990, said, "The general idea when I took the job was that I would first work in New York and that eventually I would move on overseas."

Martin Arnold, *Times* media editor, told *PW* that Cohen would be replaced, but no one had been picked as yet.

AAP Sales Report for January

Category	% change, January*	% change, YTD
Adult hardcover	20.1	20.1
Adult paperback	3.9	3.9
Juvenile hardcover	38.3	38.3
Juvenile paperback	14.3	14.3
Univ. pr. hardcover	0.4	0.4
Univ. pr. paperback	22.6	22.6
Bibles, etc.	144.5	144.5
Mass market paperback	12.5	12.5
Book club	3.1	3.1
Mail order	-17.6	-17.6
Sci-tech	-3.7	-3.7
College texts	-1.3	-1.3
School texts	1.4	1.4

**Percent changes measured against same time periods, 1990.*

Supreme Court Declines to Hear Libel and Copyright Suits

The U.S. Supreme Court has declined to get involved in a pair of publishing-related cases, one involving libel, the other copyright.

The court refused, without comment, to accept the appeal of a case brought by a former Minnesota prosecutor who had sued the *Duluth News-Tribune* for libel. The Minnesota Supreme Court had ruled that the articles in question contained "only true statements or opinion, and any implication therefrom was constitutionally protected criticism of a public official."

That court's opinion added that the county prosecutor, Donald Diesen, had failed to prove the articles were written with "actual malice," a test the U.S. Supreme Court has said public officials must meet in order to win a libel suit.

The copyright case involved a music publishing company that contended it should be awarded damages for copyright infringement by a record company that had a license to use the music but failed to pay royalties due.

Lower courts awarded Peer International Corp., which brought the class action suit for the music publishing industry, $4 million for violations that occurred after the license expired, but refused to award damages for unpaid royalties. That may be a violation of contractual law, they said, but not of the federal copyright laws. —H.F.

OBITUARY NOTES

Will H. (Bill) Weete Jr., a director of marketing in the Random House trade sales department and a former bookseller, died March 1 at the Exeter Hospital in Exeter, N.H., after a long illness. He was 46.

Weete joined Random House Inc. in 1975 as a trade sales representative covering New England. In 1984 he was promoted to marketing manager for Pantheon and various client lines, including Sierra Club and Shambhala Publications. He became marketing director in 1990. He was instrumental in developing computerization in the field and, as a result, all Random House sales representatives now use laptop computers.

Before joining Random House, Weete owned and operated the Exchange Book Store in Orono, Maine, with his wife Camille, and was a buyer at the University of Maine Book Store, Orono.

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80 Rue des Saints Peres
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Tom Mori *03-230-4081*
Tuttle-Mori Agency
Fuji Building, 8F
2-15 Kanda Jimbocho
Chiyoda-ku, Tokyo
TELEX: *2324915 TUTMOR J*

SPAIN, PORTUGAL, AND LATIN AMERICA
Gloria Gutierrez,
Carmen Balcells *34-3-230-85-63*
Agencia Literaria
Diagonal 580
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TELEX: *50459 COPY E*

LONDON
Paul Grover *44-1-628-7030*
Cahners, Ltd., 27 Paul St.
London, England EC2A4JU
TELEX: *9149111*;
FAX: *016285984*

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ASSISTANT TO THE PUBLISHER
Esther Reid *(212) 463-6812*
EDITORIAL INQUIRIES: *(212) 463-6758*

PRODUCTION DIRECTOR
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James Duffy Wins Scott O'Dell Award

James Duffy (writing as Pieter van Raven) has won the 1990 Scott O'Dell Award for Historical Fiction for his book *A Time for Troubles* (Scribners). The novel, set during the Great Depression, follows 14-year-old Roy Purdy and his ex-convict father Harlow as they travel from Chesapeake Bay to California. The award is administered by the *Bulletin of the Center for Children's Books* at the University of Chicago and includes a $5000 honorarium to be presented to Duffy at a ceremony in New York City this April.

SCBW Golden Kite Winners Announced

The Society of Children's Book Writers has announced the recipients of its annual Golden Kite Awards. This year's winner in fiction is Avi, for *The True Confessions of Charlotte Doyle* (Orchard/Jackson). Jim Murphy received the nonfiction prize for *The Boys' War* (Clarion), and Jerry Pinkney won in the illustration category for *Home Place* by Crescent Dragonwagon (Macmillan). Honor awards went to Bruce Brooks for *Everywhere* (HarperCollins) in fiction, to Russell Freedman for *Franklin Delano Roosevelt* (Clarion) in nonfiction, and to Dennis Nolan for *Dinosaur Dream* (Macmillan).

Bishansky Joins Trumpet Book Club

Susan Bishansky has been named editorial director of Trumpet Book Club, a new position. She was formerly director of children's books at Book-of-the-Month Club. At Trumpet, Bishansky will be in charge of all editorial functions, including acquisitions and original projects, and will oversee any editorial expansion. She will report to Judy Newman, v-p and director of Trumpet.

ANNOUNCEMENTS ADDENDUM

The following books were not included in the Spring Announcement Issue (Feb. 22).

Berkley will offer the following paperback: *I Helped Save the Earth* by Michael O'Brian, a sticker and activity book ($3.95, all ages). In paperback series, Scrambled Eggs continues with *Instant Millionaires* and *The War Between the Sisters* by Suzanne Allen ($2.95 each, 7-10); Party Line adds *Rosie's Fashion Show* by Carrie Austen ($2.95, 8-12); Melanie Friedman presents the fourth Jennifer title, *Get Real, Jennifer* ($2.95, 10-up); and *Sunset Island* by Cherie Bennett marks the debut of the Sunset Island series ($3.50, 12-16).

The following additions are for the Trade News section of the announcement issue, describing books to be published this fall.

Cartwheel Books, Scholastic's new preschool line, tumbles onto its first fall list with four Clifford board books by Norman Bridwell; *Surprise, Surprise* by Paul Rogers, illustrated by Sian Tucker; *Where's My Fuzzy Blanket?* by Noelle Carter; two novelty concept books by Chuck Murphy; and a set of wordless picture books about the seasons by Barbara Reid.

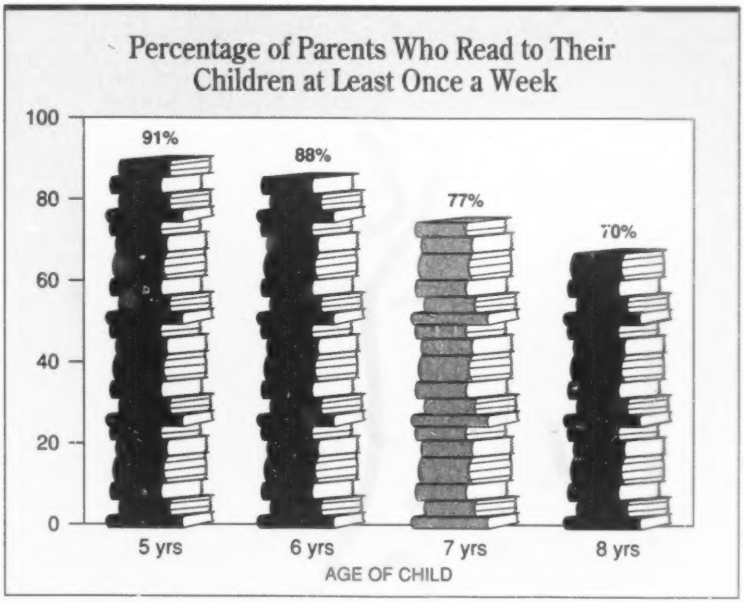
North-South Books sizes up the season with *The Big Squirrel and the Little Rhinoceros*, in which the big and little animals make a crazy switch; Santa is forced to round up reindeer substitutes in *Trouble at Christmas* by Russell Johnson, illustrated by Bernadette Watts; Ingrid Ostheeren and Agnes Mathieu collaborate on a fourth *Jonathan Mouse* picture book; and Ostheeren teams with illustrator Serena Romanola for a picture book featuring a world-sailing pig; author/artist Coby Hol introduces *Tippy Bear*, a new character starring in two small-format books.

Scholastic Hardcover fills the canvas with *A Young Painter: The Life and Paintings of Wang Yani*, showcasing China's remarkable young artist and her work; the Time Quest series continues with *Exploring the Bismark* and *Westward With Columbus*; six ballets are brought to life by the team of Violette Verdy and Marcia Brown in *Of Swans, Sugarplums and Satin Slippers*; *Read Me a Story: A Child's Book of Favorite Tales* is a collection of 15 classic stories and more than 60 paintings; and *Undying Glory* by Clinton Cox tells the story of the all-black "Glory" regiment that fought in the Civil War.

Scholastic Paperbacks will include *If Your Name Was Changed at Ellis Island* by Ellen Levine; *The Fender Benders: Lost in America* by Holly Kowitt; *How Kittens Grow* by Millicent Selsam; and *If You Sailed With Christopher Columbus*. Reprints from **Apple** are *Ma and Pa Dracula* by Ann M. Martin; *Class President* by Johanna Hurwitz; and *Power Twins and the Giant Worm* by Ken Follett. Paperbacks from **Little Apple** include *Santa Doesn't Mop Floors* by Debra Dadey and Marcia Jones; *Neighbor from Outer Space* by Maureen George; *Two Plus One Makes Trouble* by Tricia Springstubb; and *Scrawny, the Classroom Duck* by Susan Clymer. **Point** announces *First A Dream* by Maureen Daly and *The Girlfriend* by Bob Stine. **Blue Ribbon** places first with *Santa's Favorite Christmas Story* by Hi Sake Aoki, illustrated by Ivan Gantschev; *The Black Snowman* by Phil Mendez, illustrated by Carole Byard; *Sarah Morton's Day* by Kate Waters, photos by Russ Kendall; and *Oh, What a Thanksgiving!* by Steven Kroll, illustrated by S. D. Schindler.

The title **A Pony for Keeps**, published by Thomasson-Grant, features a seven-year-old girl, not a 17-year-old.

Correction: New Kids on the Block by Lynn Goldsmith (Rizzoli) should have been included in the Paperback Frontlist Bestsellers list (Mar. 8); it sold 160,000 copies.☐


Percentage of Parents Who Read to Their Children at Least Once a Week

Source: Kellogg's/Reading Rainbow "Read to Succeed" survey. Additional results indicate that 75% of five-to-eight-year-olds read for pleasure.

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SALES OFFICES

249 West 17th Street
New York, N.Y. 10011
FAX-*(212)-463-6653*
TELEX-*127-703 RR BOWKER*

PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*
ADVERTISING PRODUCTION ASSISTANT
Nancy Campoli *(212) 463-6558*
CONTRACTS COORDINATOR
Paul Walker *(212) 463-6604*

NEW YORK
Steve Chazen *(212) 463-6810*
Lynn Myers *(212) 463-6811*
Jane Belostock *(212) 463-6797*
Patricia Fiore *(212) 463-6809*
John V. Turner *(212) 463-6784*

MIDWEST
Matthew Hurley *(708) 390-2917*
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX: *(708) 635-0929*

WEST
Jim Levitt *(818) 704-5101*
Lorna Campbell
11921 Vose Street
North Hollywood, Calif. 91605
FAX: *(818) 982-6387*

SOUTHEAST
Cahners Publishing Company
Robin Mays *(404) 955-6500*
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX: *(404) 955-2585*

CANADA
Claude Choquette *(514) 348-3236*
The Rights Agency
C.P. 596, Station N
Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti *33-1-42-22-85-33*
80 Rue des Saints Peres
75007 Paris, France
TELEX: *205735 F ECOLOIS*

ITALY
Susanna Zevi *39-2-657-2465*
Agenzia
Letteraria Internazionale
Via Fratelli Gabba, 3
I-20121 Milano, Italy

JAPAN
Tom Mori *03-230-4081*
Tuttle-Mori Agency
Fuji Building, 8F
2-15 Kanda Jimbocho
Chiyoda-ku, Tokyo
TELEX: *2324915 TUTMOR J*

SPAIN, PORTUGAL, AND LATIN AMERICA
Gloria Gutierrez,
Carmen Balcells *34-3-220-45-65*
Agencia Literaria
Diagonal 580
Barcelona, 08021, Spain
TELEX: *50459 COPY E*

LONDON
Paul Grover *44-1-628-7030*
Cahners, Ltd., 27 Paul St.
London, England EC2A4JU
TELEX: *9149111;*
FAX: *016285984*

SCANDINAVIA AND HOLLAND
Sven Gunnar Sarman,
Sarmans Forlag
Backavagen 12, 25484,
Helsingborg, Sweden
46-42-92502 FAX: *46-42-92420*

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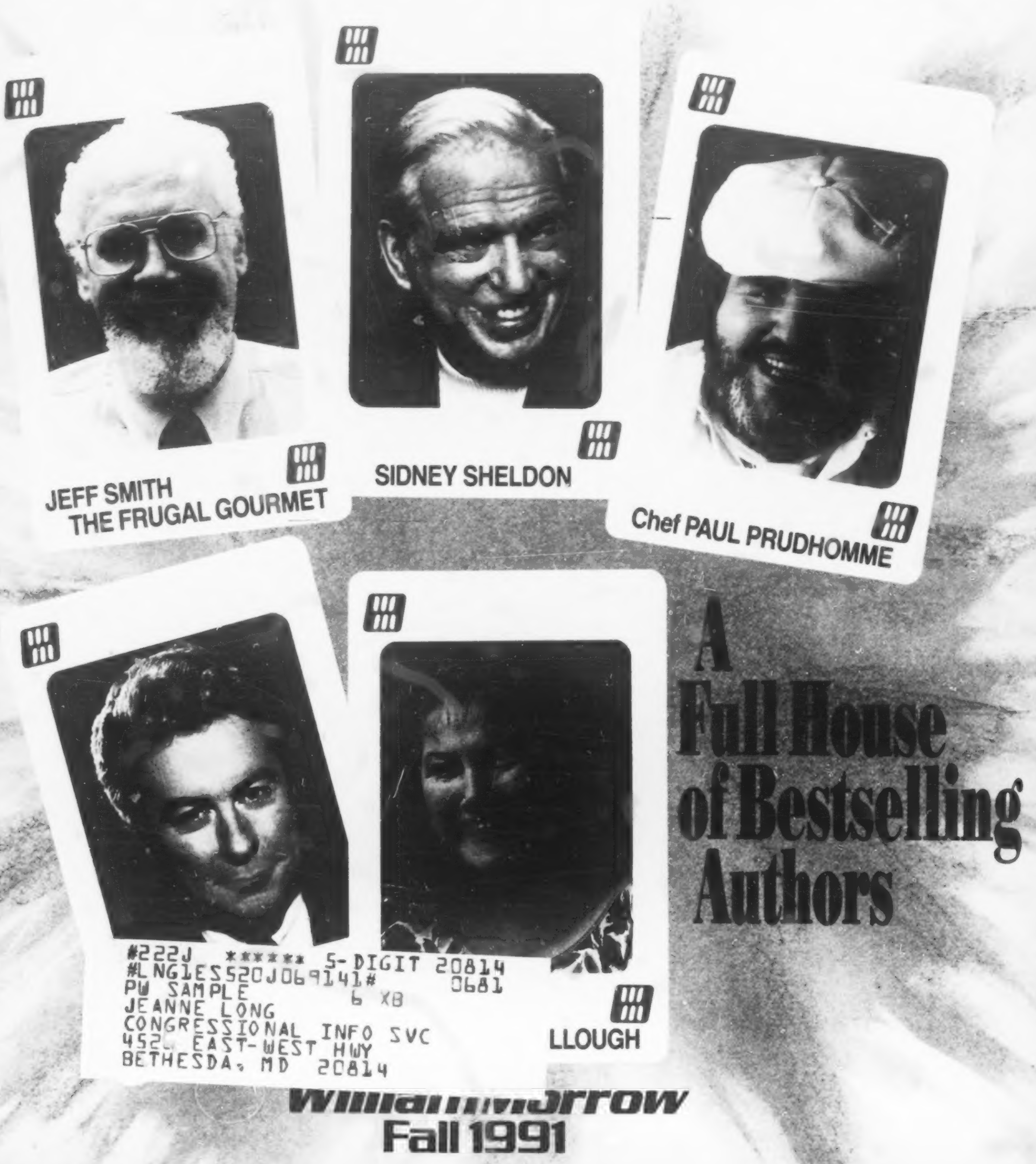
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Darcel Church, Lori Shor

ASSISTANT TO THE PUBLISHER
Esther Reid *(212) 463-6812*
EDITORIAL INQUIRIES: *(212) 463-6758*

PRODUCTION DIRECTOR
Sharon Goodman
PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*
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Morton Mint Establishes Distribution Firm in Toronto

Morton Mint, who attracted much attention in New York publishing circles when he resigned as the first president of Penguin USA after only nine months, is forming his own company, Mint Publishers Inc., based in Toronto. It will distribute books in both the U.S. and Canada and publish in Canada; it is beginning its operations on the distribution side.

Mint's resignation from Penguin USA last August because of differences with chairman Peter Mayer over the directions to be taken in integrating the various components of the firm, caught many of his colleagues by surprise. He had worked with Mayer for six years, having been hired away from Collins Canada where he was senior vice-president, to become president of Penguin Canada.

The first distribution client of Mint Publishers is Severn House, a British firm which buys rights to paperback originals and reissues them in hardcover for the library market. Another is a small new Canadian firm, Editions Renyi, owned by Pierre Renyi, a Toronto publisher of multilingual illustrated dictionaries. Mint wants to add more Canadian publishers to sell their books to U.S. libraries, for which he will use library wholesalers. Warehousing will be done by Mercedes in Brooklyn and Georgetown in Canada.

He has definite views on the problems American firms have in selling their books into Canada.

"I'm sure U.S. houses will have noticed that their business in Canada is flat or has decreased. And Canadian agents representing U.S. lines are lucky to break even. The agency system as traditionally defined no longer works. The margins have declined, and in a small market such as Canada, which is close to the U.S., we are duplicating overhead, like warehousing and computerization."

The agency system, which has been the basis of Canadian publishing for most of the century, refers to the contractual arrangement whereby a Canadian firm undertakes distribution of an entire list published by U.S. or U.K. firms. The Canadian company usually represents several foreign firms and often publishes a list of its own. The alternatives for foreign publishers selling their books in Canada are a network of commission sales reps or a branch plant.

Mint is suggesting a variation on an agency house. He doesn't favor commission sales reps. "Having house sales reps is the route I want to go," he said. Nor does he want to own warehouses, preferring to have the books shipped to Canadian accounts directly from the U.S.

"Once the distribution is going, I should have some dollars to do some publishing," Mint said, forecasting a general list of fiction and nonfiction.

—BEVERLEY SLOPEN

Six to Give Seminar in Stockholm

At the invitation of the Swedish Publishers Association, a group of U.S. publishers will give a seminar on American practices to 70 of their counterparts—a capacity registration—in Stockholm, April 15–19.

Elizabeth A. Geiser, director of the University of Denver Publishing Institute, is organizing the seminar along with Albert Bonnier of the house of Bonnier. Participants are Peter Mayer, Marvin Brown, Mildred Hird, Arnold Dolin and Wendy Klemick.

AAP Sales Report for February

Category	% change, February*	% change, YTD
Adult hardcover	38.8	29.3
Adult paperback	19.8	8.7
Juvenile hardcover	11.9	23.2
Juvenile paperback	23.3	19.7
Univ. pr. hardcover	-6.8	1.7
Univ. pr. paperback	7.2	14.7
Bibles, etc.	49.4	75.0
Mass market paperback	14.4	14.8
Book club	9.5	6.4
Mail order	4.5	-1.7
Sci-tech	-0.5	-2.7
College texts	-35.4	-10.0
School texts	-14.4	-5.0

**Percent changes measured against same time periods, 1990.*

Maxwell Sells Pergamon Press To Elsevier for $765 Million

One of the most persistent rumors at the London International Book Fair had Robert Maxwell on the verge of selling his Macdonald general publishing group. But three days after the fair ended, the tycoon sprang a surprise by announcing instead the sale to Holland's Elsevier of the sci-tech Pergamon Press he founded over 40 years ago—and in so doing aroused the ire of the Stock Exchange by delaying the announcement until just after the London market closed for the four-day Easter holiday.

The price to be paid to Maxwell Communication Corporation is £440 million in cash ($764.9 million). It is estimated that this figure will enable MCC, which is just coming to the end of its financial year, to reduce its borrowings to around £700 million, and to step up its pre-tax profits in the next financial year by around £15 million. The most recent figure for pre-tax profits, for the year ended March 31, 1990, was around £27 million.

At the same time, it was announced that Maxwell will step down as CEO of MCC on July 1. The new chairman will be Peter Walker, a distinguished Conservative party politician and former cabinet minister, while Maxwell's son Kevin becomes chief executive.

Three years ago, Elsevier, whose intended "marriage" to Britain's Pearson group was recently called off, successfully rejected an attempt by MCC to take it over.

The sale of Pergamon, a leading book and journal publisher with current annual output of around 200 new titles and over 400 journals, has surprised many in the industry because it is the cornerstone of the publishing empire that dates back to the period immediately after Maxwell's demobilization from the British army at the end of World War II, when he became an agent for Germany's Springer-Verlag. Pergamon has consistently produced fast-growing profits, and its offices in Oxford are in the grounds of Maxwell's own home, Headington Hill Hall. A statement from MCC said that Pergamon would remain in Oxford and that Elsevier did not intend to make major changes to its operations after completion of the deal.

—VIVIENNE MENKES

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to the consumer, some with a blatant disregard for the bookstores. It's not only direct competition, it's a form of remaindering new books, offering frontlist at a discount without informing the stores, and thereby undercutting our list prices," he says.

Peter Grenquist, the AAUP's executive director, is sanguine about the progress the UPs are making in their sometimes tentative, sometimes aggressive invasions of the trade market. "There are university presses calling on agents now, and they do get into competition with each other for star academic authors. Once universities felt that their own campuses were inviolate, but now other presses are poaching there."

Grenquist also feels that the UPs these days have much more sophisticated staffers than before, and a lot of people working for them with trade publishing experience. "They're particularly alert to publicity and marketing possibilities, and probably get a disproportionate share of review space in the *Times* and the *New York Review of Books.*"

And Grenquist says that the members of his association were filling a vacuum left by those trade publishers who have virtually stopped publishing so-called midlist books.

How do trade publishers react to these criticisms? At a recent AAUP meeting, Donald Lamm, chairman and president of Norton, warned of "stiff resistance" if his academic brethren attempted "to poach trade titles from the commercial presses." He also noted that the university presses operate from "a privileged sanctuary: tax-free status, university subsidies, foundation grants, low-cost labor, below-market rents."

Where does that put university press publishing today? At a crossroads, it would appear. All of them would undoubtedly like to move more deeply into the trade marketplace, but few if any of them wish to take on the high-rolling risks of mainstream trade publishing. They will not be seen taking part in the high-priced auctions or bidding for blockbusters. They will continue to publish in the areas they know best, in the hope that while disseminating scholarly research and the advancement of learning, they may incidentally—or deliberately—bring out titles that the general reader will want as well. □

Retail Ordering Patterns for UP Titles

A recent *PW* survey of booksellers asked questions about the size of the university press market and the selection process used for ordering UP titles. The preliminary results are in, and some interesting numbers emerge.

All the figures noted are based on 175 bookseller respondents (1000 surveys were mailed out). The final results will be covered in *PW*, Aug. 2, with the report on the Association of American University Press meeting in Naples, Fla. A preliminary report on UP titles in libraries will appear in *PW*'s May 31 Pre-ALA Library Special.

Surprisingly, close to 30% of the bookstores report that they do not carry UP books in their stores. The least likely to carry UP titles were specialty independent stores and national chain bookstores. Geographically, stores in the mid-Atlantic and the West South Central areas were least inclined to carry UP books. Those stores (70% of respondents) that do stock UP publications carry about 336 titles from about 15 different presses; 43% of these books are on regional topics. The ratio of hardcover to softcover is 34% to 66%.

About 5% of total store space was allocated to UP titles and only a handful of respondents noted that they reserve a special space for these books.

Initial orders are placed through wholesalers about 30% of the time; for reorders, the figure is about 45%. Ingram, Baker & Taylor, Gordons, Bookpeople and NACSCORP, in descending order, were the most frequently used wholesalers for UP titles. Almost 40% of retailers said they would order from Ingram first and about 20% listed Baker & Taylor as first choice. These numbers would most probably increase significantly if wholesalers would expand their UP title selection, as almost 70% of the booksellers cited too low inventories and/or limited selections as problems they experience in ordering from wholesalers.

About 46% of stores noted that UP sales reps call on them, and a high 91% were satisfied with the level of information provided by the reps.

The most important sources of information on new UP titles, according to retailers, are customer requests, UP catalogues and reviews in trade/professional magazines. About 66% of booksellers rely most often on *PW* for reviews of UP books, followed by 27% for *New York Times Book Review.* While reliance on reviews was high, booksellers were skeptical when asked to evaluate the effectiveness of review quotes in ads for purchasing decisions—27% said these quotes were "very effective" or "effective," while 65% said "somewhat effective" or "not effective."

Other criteria of major importance when deciding to stock a particular title were listed as: customer requests (85% noted that this was extremely important); subject matter (84%); author's reputation (77%); and book reviews (63%).

At what price point would a bookseller refuse to carry a hardcover UP title? While almost 57% noted "none," the average price point that would deter purchase was $47.

Point-of-purchase and floor displays were not popular merchandising items for UP books. The most popular promotion materials are "good quality posters." Interestingly, about 57% of the booksellers feel that university presses do not provide adequate marketing support for their titles.

—DAISY MARYLES

University Press Titles in Bookstores

(1990 preliminary data)

	Average gross sales of UP titles	Average no. of UP titles	% of UP titles of regional interest
General & Specialty Independents	$ 14,994	350	45%
College/University	25,069	534	19%
Regional Chain	10,516	79	63%
National Chain	N.A.	62	25%

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EDITOR: DIANE ROBACK / ASSOCIATE EDITOR: SHANNON MAUGHAN

Checking Out Children's Books

A survey of public and school librarians provides a detailed portrait of book selection and purchase trends

School and public libraries buy more than half of the children's books sold in the U.S. every year. In these recessionary times, many library budgets are in danger of being cut (sometimes drastically); therefore, a survey of librarians across the country comes at a critical point. Preliminary results from this survey, conducted in May by Cahners Research, confirm some long-held perceptions, while others may surprise.

- **The average annual budget for purchase of children's books is $19,555 for public libraries, $5573 for school libraries.** The average number of students served by the school libraries surveyed is 747, which gives an average dollars-per-student figure of $7.46.

- **Libraries devote an average of 2100 square feet to children's and young adult books** (2257 sq. ft. in public libraries, 1896 sq. ft. in school libraries). 21.1% of libraries (24.7% PL, 18.4% SL) have increased their space for children's and YA books over the last two years.

- **The great majority of children's books stocked in libraries are hardcovers:** 85.9% (85.7% PL, 86.4% SL); 14.1% are paperbacks (14.3% PL, 13.6% SL). Of those paperbacks, 63.6% are mass market titles (68.9% PL, 56.9% SL) and 36.4% trade paper (31.1% PL, 43.1% SL).

- **Public libraries carry a higher percentage of fiction than school libraries.** For public libraries, fiction represents 58.8% of stock, vs. 41.2% nonfiction; it is just the opposite in school libraries, where nonfiction predominates: 58.6% of stock, vs. 41.4% fiction.

- **Paperbacks are the format of choice for teenagers.** 82.4% of public librarians say teenagers prefer paperbacks, as do 50.6% of school librarians. When asked how hardcover YA books circulate, the majority of public librarians replied only "fair," while the largest percentage of school librarians replied "good." Adult books comprise 16.5% of the books in public libraries' YA sections, and 18.6% of the books in school libraries' YA sections.

- **The great majority of children's books are bought through wholesalers.** 81.7% of children's titles are purchased through wholesalers (79.2% PL, 84.3% SL); 15.2% are purchased through publishers (16.3% PL, 14% SL); 3.1% are obtained in other ways (including donations and bookstore purchases). The wholesalers most commonly purchased from are: Baker & Taylor, Follett, Bound to Stay Bound, Ingram and Brodart.

- **Fewer than half (45.1%) of the librarians surveyed need reviews in journals to justify acquisitions** (42.4% PL, 48.3% SL), while 53.7% do need them (55.3% PL, 51.7% SL). For those who need reviews, the average number of reviews needed is 1.63 (1.66 PL, 1.62 SL). Of public librar-

When Librarians Usually Purchase New Children's Books

	Public Libraries	School Libraries
Prepublication	16.5%	2.3%
Upon publication	42.4	12.6
3 months after publication	18.8	17.2
6 months after publication	12.9	18.4
More than 6 months after publication	4.7	34.5

Factors That Determine When Libraries Purchase New Books

	Public Libraries	School Libraries
Budget	28.2%	42.5%
Reviews	29.4	31.0
Collection needs	21.2	21.8
Patron requests	15.3	13.8
Annual spending timetable	2.4	13.8
Teacher requests	1.2	12.6

Tables provided by Cahners Research.

ians, 41.7% need one review, 25% need two reviews, and 13.9% need three; of school librarians, 33.3% need one review, 45.2% need two and 2.4% need three.

- **90.9% of librarians do not have to see the actual book before purchasing it** (87.1% PL, 95.4% SL).

- **After selecting the books for purchases, most librarians do not need to have their choices approved.** Only 17.1% of librarians need approval (14.1% PL, 20.7% SL) and 82.9% do not (85.9% PL, 79.3% SL). Of public librarians who need approval, 41.7% need approval by a book selection committee, and 33.3% need approval by the library's director. Of school librarians who need their choices approved, 61.1% need them approved by the principal, and 16.7% by a book selection committee.

- **Libraries frequently buy trade bindings.** Trade bindings are purchased "always" by 9.1% of libraries (5.9% PL, 12.6% SL); "often" by 29.1% (30.6% PL, 27.6% SL); "occasionally" by 50.9% (49.4% PL, 54% SL); and "never" by only 5.1% (4.7% PL, 5.7% SL).

- **Librarians find publishers' catalogues generally useful, but think they could be more useful.** 16% in total call them "very useful" (15.3% PL, 16.1% SL); 35.4% call them "useful" (31.8% PL, 40.2% SL); 35.4% call them "somewhat useful" (38.8% PL, 32.2% SL); and 11.4% call them "not useful" (14.1% PL, 9.2% SL). The most common suggestions to publishers: provide review sources, improve indexing and show more book covers.

- **Posters and bookmarks are the two most popular promotional items in libraries.** 73.1% of the libraries surveyed use publishers' promotional items (64.7% PL, 82.8% SL). 93.8% of those use posters (89.1% PL, 97.2% SL), 83.6% use bookmarks (89.1% PL, 79.2% SL), 49.2% use mobiles (49.1% PL, 48.6% SL), and 40.6% use publishers' displays (34.5% PL, 44.4% SL).

- **More than two-thirds of the libraries surveyed stock audiotapes.** 68.6% of the libraries carry audiotapes for children (88.2% PL, 50.6% SL). Public libraries carry an average of 200 titles, school libraries an average of 153. Of the audiotapes carried, 73.6% are spoken-word (71.2% PL, 78.6% SL) and 26.4% are music (28.8% PL, 21.4% SL). The average annual budget for audiotapes is $1273.40 for public libraries and $312.40 for schools.

- **Children's magazines are carried by most libraries.** 82.3% of the libraries surveyed carry them (94.1% PL, 72.4% SL). Public libraries stock an average of 14, school libraries an average of 18. —D.R.

Importance of Various Criteria in Terms of Their Influence on Library Purchasing Decisions

(Scale of 1 to 6: 1 - not important; 6 - extremely important)

Reviews in journals	5.6
Starred reviews in journals	5.5
Patron requests	5.0
Reading copies	3.9
Quote ads in journals	3.5
Publishers' catalogs	3.5
Internal review publications	3.4
Wholesalers' catalogs	3.2
Visits from sales reps	2.7
Direct mail	2.5
Author appearances	2.5
Telemarketing	1.9

Categories of Children's Books Carried in Libraries

- **Activity books** are carried by 45.7% of libraries (56.5% PL, 34.5% SL), with an average of 15.4 titles stocked (10.9 PL, 19.3 SL).

- **Advanced readers** are carried by 61.1% of libraries (74.1% PL, 48.3% SL), with an average of 79.9 titles stocked (96.0 PL, 66.9 SL).

- **Beginning readers** are carried by 70.3% of libraries (92.9% PL, 48.3% SL), with an average of 74.7 titles stocked (91.3 PL, 51.5 SL).

- **Biographies** are carried by 90.3% of libraries (92.9% PL, 87.4% SL), with an average of 74.8 titles stocked (84.7 PL, 69.1 SL).

- **Board books** are carried by 42.3% of libraries (74.1% PL, 11.5 SL), with an average of 28.4 titles stocked (30.4 PL, 3.0 SL).

- **Books on problems** are carried by 77.7% of libraries (87.1% PL, 69.0% SL), with an average of 52.6 titles stocked (77.1 PL, 26.7 SL).

- **Folk and fairy tales** are carried by 86.3% of libraries (91.8% PL, 80.5% SL), with an average of 43.5 titles stocked (58.5 PL, 31.9 SL).

- **Middle grade books** are carried by 78.3% of libraries (88.2% PL, 69.0% SL), with an average of 248.5 titles stocked (250.1 PL, 258.1 SL).

- **Picture books** are carried by 74.9% of libraries (92.9% PL, 57.5 SL), with an average of 274.4 titles stocked (363.8 PL, 176.1 SL).

- **Pop-up books** are carried by 26.9% of libraries (40.0% PL, 13.8% SL), with an average of 34.7 titles stocked (43.7 PL, 4.8 SL).

- **Young adult fiction** is carried by 74.3% of libraries (89.4% PL, 59.8% SL), with an average of 193.5 titles stocked (143.4 PL, 254.8 SL).

- **Young adult nonfiction** is carried by 60.0% of libraries (67.1% PL, 52.9% SL), with an average of 342.0 titles stocked (115.0 PL, 537.7 SL).

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SALES OFFICES

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FAX-(212)-463-6653
TELEX-127-703 RR BOWKER

PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*
ADVERTISING PRODUCTION ASSISTANT
Nancy Campoli *(212) 463-6558*
CONTRACTS COORDINATOR
Paul Walker *(212) 463-6806*

NEW YORK
Steve Chazen *(212) 463-6810*
Lynn Myers *(212) 463-6811*
Jane Belostock *(212) 463-6797*
Patricia Fiore *(212) 463-6809*
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MIDWEST
Matthew Hurley *(708) 390-2917*
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX: *(708) 635-6929*

WEST
Jim Levitt *(818) 784-5101*
Lorna Campbell
11921 Vose Street
North Hollywood, Calif. 91605
FAX: *(818) 982-6387*

SOUTHEAST
Cahners Publishing Company
Robin Mays *(404) 955-6500*
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX: *(404) 955-2585*

CANADA
Claude Choquette *(514) 348-3236*
The Rights Agency
C.P. 596, Station N
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FRANCE
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TELEX: *205735 F BOOLOIS*

ITALY
00392-865445
Agenzia
Letteraria Internazionale
Via Fratelli Gabba, 3
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TELEX: 323574FAX: 0039-2-876222

JAPAN
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LONDON
Paul Grover *44-1-428-7030*
Cahners, Ltd., 27 Paul St.
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FAX: *016285906*

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Esther Reid *(212) 463-6812*
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Marmion Moves to Random House As Director of Marketing

Bridget Marmion, formerly vice-president and director of marketing at Farrar, Straus & Giroux, has been named a division vice-president and director of marketing for Random House adult trade books. The marketing managers for Villard Books, Times Books, the Random House reference division and Fodor's Travel Guides will report to her. The Random House advertising and promotion services group will also report to her.

Bruce Harris, executive vice-president of Random House Inc., said: "Bridget is known for the marketing of quality books to every segment of the reading public. Her energy and devotion to quality will be a considerable asset for Random House."

Marmion began her career at Random House in 1972, working in the editorial and publicity departments. She joined Farrar, Straus & Giroux in 1974 and served as associate director of publicity and advertising, promotion manager and assistant marketing director before directing the FSG sales and marketing department.

Groupe Overtakes Hachette as France's Largest Book Publisher

In a report unveiled in a dry season but promising better things to come, France's Groupe de la Cité offers convincing evidence to back its chairman's claim that it is now the country's number one in books, displacing Hachette.

Groupe is the joint endeavor of one of France's and the world's leading industrial combines, Alcatel Alsthom, with C.E.P. Communication, a leader in the information and trade press and trade fairs. Alcatel Alsthom and C.E.P. each own 50% of Hoche Friedland, a holding company which in turn owns 68% of Groupe de la Cité. To thicken the plot, a minority share of Groupe is in the hands of Havas, also a shareholder of Gallimard; its mix of publishing, advertising, travel and similar activities has made Havas a credible challenger to Hachette, which is still known as France's number one in media.

At a breakfast meeting for the daily and business press in Paris, Groupe de la Cité chairman Christian Brégou announced sales for 1990 amounting to 6.246 billion francs (or $1.095 billion at a current quotation).

Henceforth earnings of the Robert Laffond group, including the Quid encyclopedia, Editions Seghers, distributor Interforum, and mail sales affiliate Larousse-Laffont, are included in the total. A number of other components of Groupe de la Cité are groups unto themselves: Bordas (with Dunod, Garnier, Gauthier-Villars and more), Nathan, Larousse, Presses de la Cité (with Plon, Julliard, Christian Bourgois among the 11 imprints). There is also a 50–50 partnership with Bertelsmann in France-Loisirs, still the world's leading book club.

A significant move during the business year was creation of Groupe de la Cité International, which under Jean-François Grollemund brings together widespread foreign investments, notably Millbrook Press for the U.S. library market.

—Herbert R. Lottman

High Court Allows Minors Access Law in Georgia to Stand

The U.S. Supreme Court has rejected an appeal by the publishing community to overturn a Georgia statute barring bookstores from displaying material not obscene to adults but which may be considered harmful to minors.

The court's refusal to get involved in the case, taken as usual without explanation, left intact a law the American Booksellers Association, the Association of American Publishers and others who appealed for review said would affect access "to a vast array of constitutionally protected material" in that state.

A U.S. District Court had ruled that the Georgia law, adopted in 1984, covered too much of a bookstore's normal inventory and would cause significant damage to booksellers' businesses.

In the interim, however, the Supreme Court acted on two other cases, *Virginia* v. *ABA*, which largely supported state laws barring access by minors to books containing adult material, and *Pope* v. *Illinois*, which decreed that such laws could not exclude persons as young as 17 who "would find serious value" in the material.

In their appeal, the publishing interests argued that the Appeals Court relied on the Virginia decision but ignored the Illinois one. The briefs asking Supreme Court review also questioned an exclusion that the lower courts granted libraries from the Georgia law.

—H.F.

NCR Award Goes to Claire Tomalin

The NCR Book Award, Britain's most valuable and the only top prize given to a nonfiction title, went to Claire Tomalin for *The Invisible Woman* (Viking, published by Knopf in the United States). Tomalin received £25,000 for the story of Nelly Ternan, child actress and companion—and possible mistress—of Charles Dickens.

Four runners-up each received £1500, with Dickens again appearing as the subject of Peter Ackroyd's massive biography (Sinclair-Stevenson, HarperCollins in the U.S.). The other three shortlisted works were *Son of Adam* (Deutsch) by Denis Forman, *The Patriots' Revolution* (Sinclair-Stevenson) by Mark Frankland and *Paul Scott: A Life* (Hutchinson, Norton in the U.S.) by Hilary Spurling.

—Vivienne Menkes

AAP Sales Report for April

Category	% change, April*	% change, YTD
Adult hardcover	-2.4	5.4
Adult paperback	5.2	3.2
Juvenile hardcover	-1.7	-1.4
Juvenile paperback	-13.3	15.8
Univ. pr. hardcover	18.9	1.2
Univ. pr. paperback	38.2	13.7
Bibles, etc.	1.1	43.5
Mass market paperback	1.7	11.0
Book club	10.7	8.6
Mail order	-0.9	-0.4
Sci-tech	1.4	15.0
College texts	10.4	-11.0
School texts	-5.1	-3.9

**Percent changes measured against same time periods, 1990.*

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PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*
ASSISTANT PRODUCTION MANAGER
Nancy Campoli *(212) 463-6559*
CONTRACTS COORDINATOR
Paul Walker *(212) 463-6604*

NEW YORK
Steve Chazen *(212) 463-6810*
Lynn Myers *(212) 463-6811*
Jane Belostock *(212) 463-6797*
Patricia Fiore *(212) 463-6809*
John V. Turner *(212) 463-6784*

MIDWEST
Matthew Hurley *(708) 390-2917*
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX: *(708) 635-0929*

WEST
Jim Levitt *(818) 784-5101*
Lorna Campbell
11921 Vose Street
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FAX: *(818) 982-6327*

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Cahners Publishing Company
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
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Claude Choquette *(514) 348-3236*
The Rights Agency
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Montreal, Quebec H2X 3M6

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Eliane Benisti *33-1-42-22-85-33*
80 Rue des Saints Peres
75007 Paris, France
TELEX: *205735 F ECULMS*

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Agenzia *02392-865445*
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FAX: *016285086*

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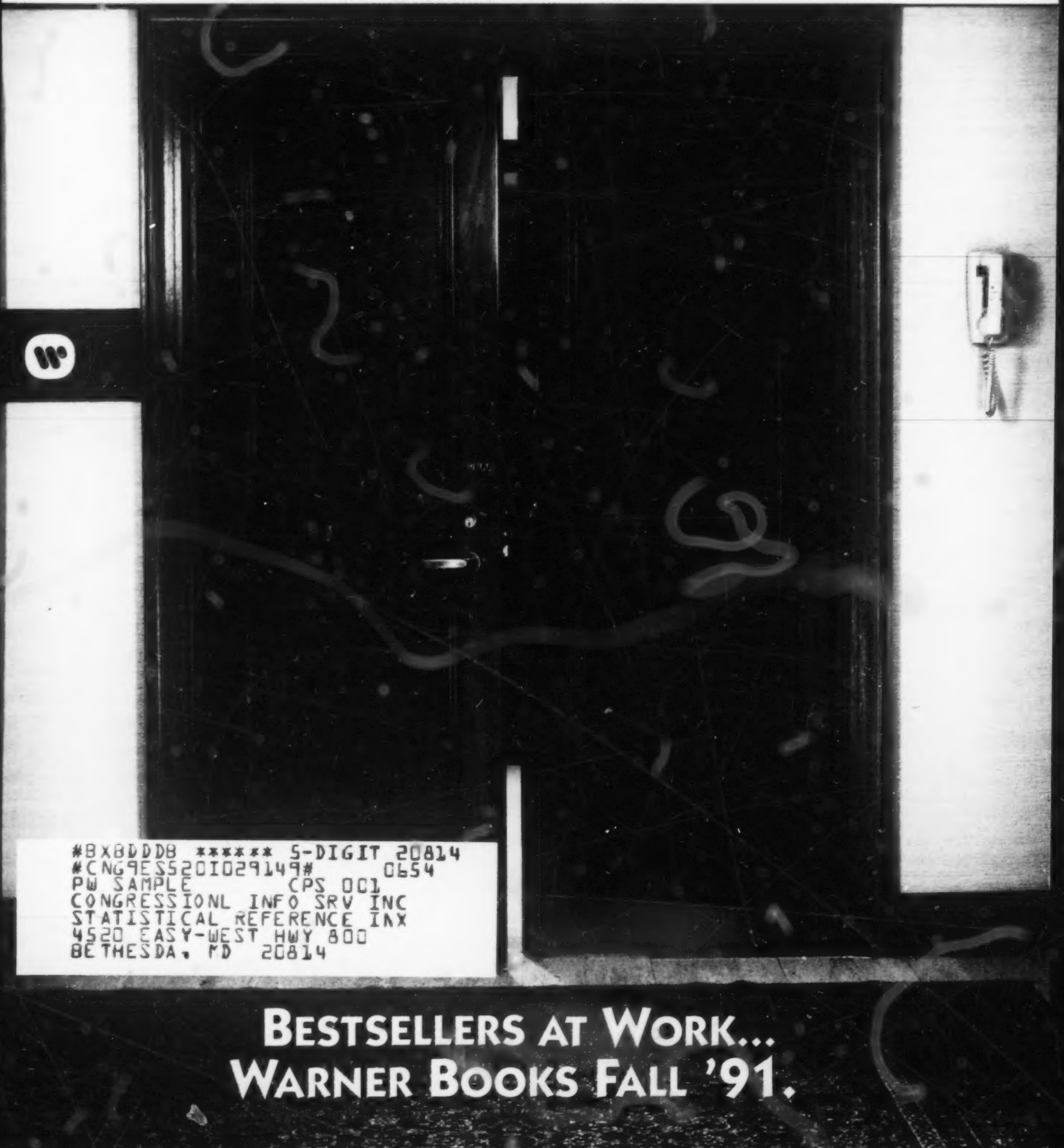

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Cheryl Brown
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Darcel Church, Lori Shor

ASSISTANT TO THE PUBLISHER
Esther Reid *(212) 463-6812*
EDITORIAL INQUIRIES: *(212) 463-6758*

PRODUCTION DIRECTOR
Sharon Goodman
PRODUCTION MANAGER
Marina Paruolo *(212) 463-6567*
ASSISTANT PRODUCTION MANAGER
Nancy Campoli *(212) 463-6558*
ADVERTISING CONTRACTS COORDINATOR
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For complete listing of sales offices see Weekly Exchange section.

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Recent Survey Shows Today's Children Have Deep Pockets

Booksellers and publishers take note: American children ages 4–12 are a powerful group of consumers, spending more money and shopping more often than ever before. Children's buying habits reflect their current tastes, the trends in their leisure activities and the amount of money at their disposal. The statistics below highlight the results of recent studies conducted by James U. McNeal, a marketing professor at Texas A & M University, whose research focuses on the consumer behavior of children. His results did not specifically cover books as purchases, but are suggestive nonetheless.

Where the Money Comes From

- American children spent over $6 billion in 1989, 41% more than in 1984.
- Four-year-olds spend an average of 83¢ per week; six-year-olds spend $2.59 per week. By age 12, children spend $6.90 each.
- Children ages 4–12 receive 15% of their money as gifts from their parents and 15% from household chores. Twelve percent of their money comes from work they do outside the home; 5% is gifts from relatives or friends. Overall, 83% of children's money comes from home, while 17% comes from outside the home.
- Children in 1989 were better savers than in 1984. They saved more than $2.6 billion in 1989, or 30.5% of their income.
- Four-year-olds are the biggest savers: they save over 50% of their income. As children grow, the savings rate declines—to 37% at age five, 27% at age six and 17% at age seven. Then the rate increases and levels off at about 30% for children ages 9–12.
- The overall savings rate of 30.5% is the highest recorded for children in two decades.

How They Spend It

- Children ages 4–12 spend nearly $2 billion a year on candy, soft drinks and other snacks. They spend $1.9 billion on toys, games and crafts.
- They spend about $700 million per year on clothing. The clothes that children buy with their own money tend to be brands or styles that parents consider too expensive.
- Children also spend $600 million a year on movies, spectator sports and live entertainment; $486 million in video arcades and on video games; and $264 million for "other" expenditures (approximately one-half for such items as TVs, portable stereos, telephones and video game sets; the rest for cosmetics and fragrances, cassette tapes and compact discs, movie rentals, stamp and coin collections and mail-order purchases).

To Market, to Market

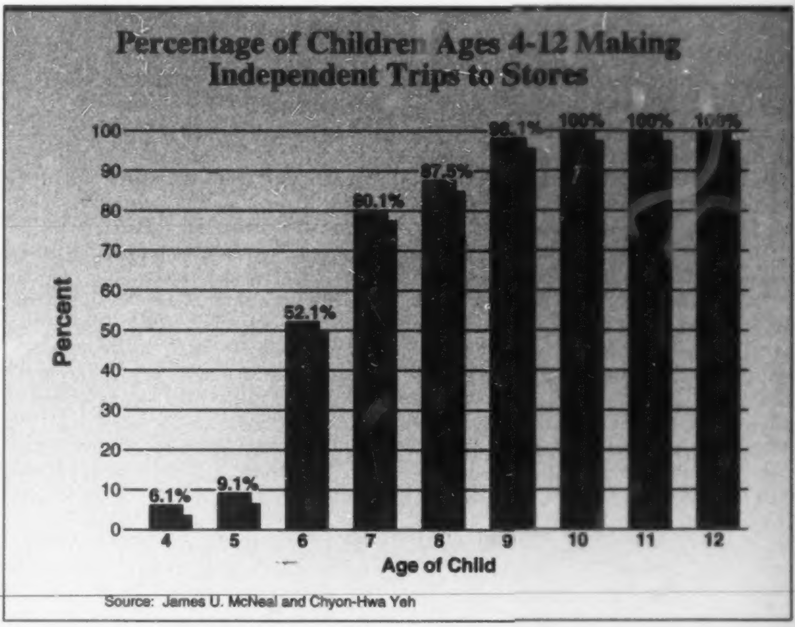
- Children begin to visit stores on their own before they start grade school. One-half of six-year-olds make purchases in at least one store a week. About three-quarters of seven-to-nine-year-olds make independent trips to stores, visiting an average of two stores per week.
- By age 10, all children buy things on their own at least twice a week and in at least two different stores. A 10-year-old averages about five visits per week to five different stores, or 250 store visits a year.
- Young children enjoy going to supermarkets and convenience stores most because these stores are familiar to them. Older children enjoy going to music and toy stores and to discount houses. □

In the Piggy Bank

Annual Per Capita and National Total Income, Spending and Savings for Children Ages 4-12

Annual Per Capita	1989	1984	Percent Change
Income	$229.84	$157.56	45.9%
Spending	159.64	141.44	12.9
Savings	70.20	16.12	335.5
National Total (in millions)			
Income	$8642	$4730	82.7%
Spending	6002	4246	41.4
Savings	2640	484	445.5

Source: James U. McNeal



Percentage of Children Ages 4-12 Making Independent Trips to Stores

Source: James U. McNeal and Chyon-Hwa Yeh

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SALES OFFICES

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FAX-(212)-[illegible]
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PRODUCTION MANAGER
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MIDWEST
Matthew Hurley (708) [illegible]
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX: (708) [illegible]

WEST
Jim Levitt (818) [illegible]
Lorna Campbell
11921 Vose Street
North Hollywood, Calif. 91605
FAX: (818) [illegible]

SOUTH
Robin Mays (404) [illegible]
Cahners Publishing Company
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX: (404) [illegible]

CANADA
Claude Choquette (514) [illegible]
The Rights Agency
C.P. 596, Station N
Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti [illegible]
80 Rue des Saints Peres
75007 Paris, France
TELEX: [illegible] F BOOLOS

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Agenzia [illegible]
Letteraria Internazionale
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I-20121 Milano, Italy
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London, England EC2A4JU
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Sven Gunnar Sarman,
Sarmans Forlag
Backavagen 12, 25434,
Helsingborg, Sweden
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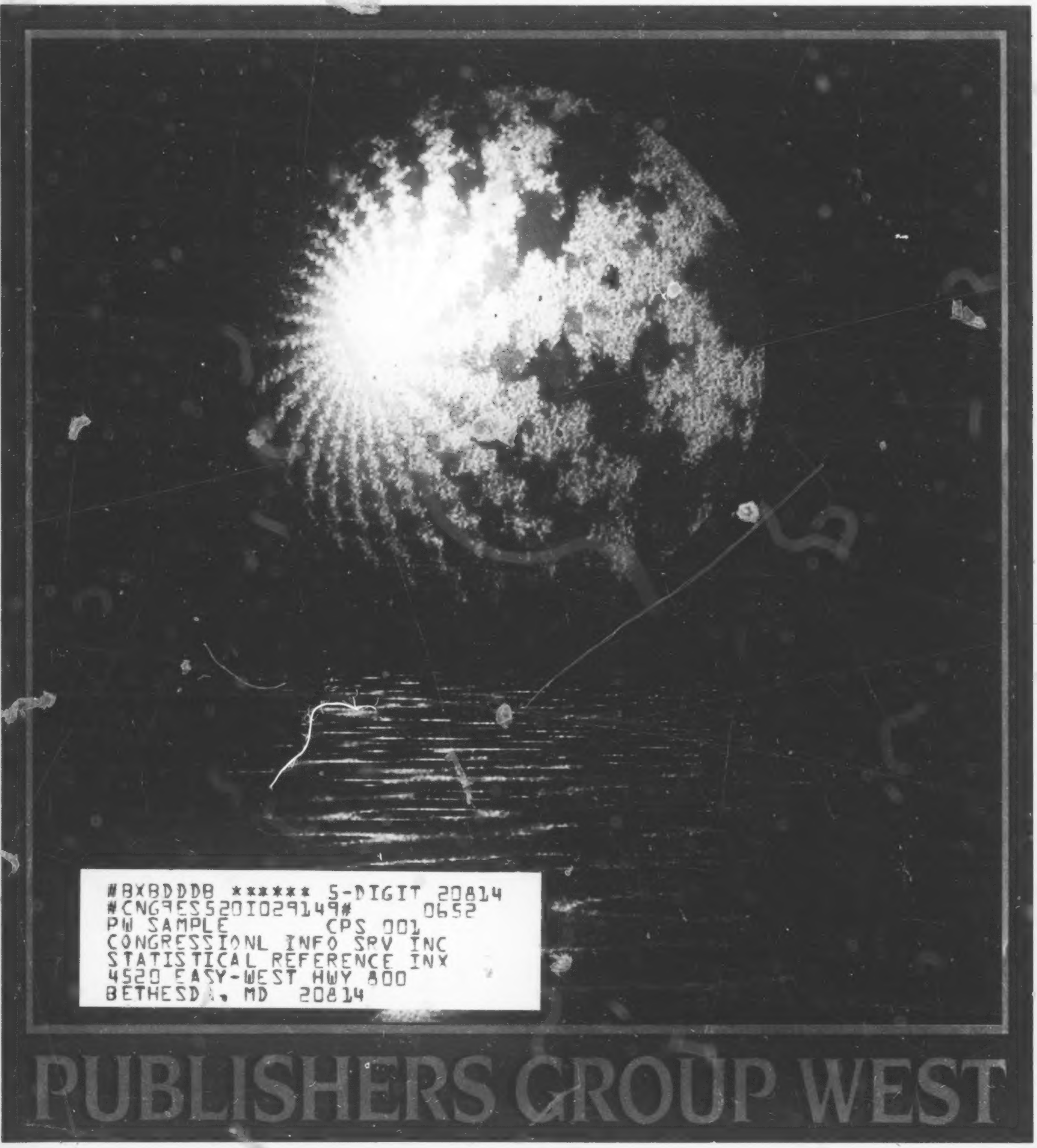

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EDITORIAL INQUIRIES: *(212) 463-6758*

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Balancing the Books, 1990

U.S. Book Exports Approach $1.5 Billion; World Data Reported

BY CHANDLER B. GRANNIS

United States book exports amounted to $1.43 billion in 1990, according to data extracted by *PW* from United States Department of Commerce (USDC) reports. Imports came to over $902 million. The 1990 export-to-import ratio for books was therefore about 61 to 39.

Book export and import figures are always incomplete because, among other reasons, they do not include low-value shipments. Currently, export shipments valued at less than $2500, and import shipments valued below $1250, are excluded.

Efforts are made by the USDC, with industry cooperation, to improve the accuracy of the statistics. For 1990, the overall U.S. export total reflects a plan by which the U.S. and Canada use each other's import data to enhance their own export data, according to William S. Lofquist, printing and publishing specialist at the USDC's International Trade Association.

Tables 1 and 2 show some breakdowns according to specific categories including textbooks, Bibles, professioanl books and some other defined areas, but large numbers of miscellaneous books are still being lumped together in immense, catch-all groups of items "not elsewhere specified or indicated."

Tables 5 and 6 show dollars and quantities for transactions between the U.S. and its major book trade partners.

TABLE 1

U.S. BOOK EXPORTS, 1990

Shipments Valued at $2500 or more
(dollars and units in thousands)

	1990 $	% Chg. 89–90	1990 Units	% Chg. 89–90
Dictionaries	4,659.0	+.001	1,231.9	+6
Encyclopedias	39,369.0	+26.0	6,694.9	+18
Textbooks	128,431.0	-35.3	24,720.7	-30
Bibles & Other Religious Books	55,341.0	-9.4	38,308.1	-24
Technical, Scientific, & Professional Books	322,647.0	-15.8	46,218.8	-19
Art & Pictorial Books	12,242.0	-27.6	7,062.1	+5
Hardbound Books not elsewhere indicated	42,194.0	-61.1	15,535.2	-61
Rack-size Paperbound	49,956.0	-70.6	34,118.3	-63
Other Books not elsewhere indicated	736,063.0	+468.4	1,092,877.9	+180
Children's Picture Coloring, Drawing	12,875.0	+26.6	—	—
Music Books	17,502.0	+112.8	—	—
Atlases	6,725.0	+619.3	—	—
TOTAL EXPORTS	$1,428,004.0	+27.1	—	—

TABLE 2

U.S. BOOK IMPORTS, 1989-1990

Shipments Valued at $1250 or more
(dollars and units in thousands)

	1990 $	% Chg. 89–90	1990 Units	% Chg. 89–90
Dictionaries, Thesauruses	$7,040.0	+52.2	4,728.3	+256.3
Encyclopedias (incl. installments)	7,143.0	+35.2	956.3	+9.9
Textbooks	87,040.0	+9.8	17,913.9	+7.9
Bibles & Other Religious Books	33,636.0	+9.6	40,599.9	+34.9
Technical, Scientific, Professional	112,713.0	+19.7	24,608.1	+26.7
Art, Pictorial:				
under $5 each	17,559.0	+6.2	12,020.9	-32.2
$5 and up each	28,925.0	+45.8	2,578.6	+46.6
Hardbound Books not elsewhere specified	314,803.0	+10.2	95,317.2	+6.5
Rack-size Paperbound	41,574.0	+53.7	34,078.7	+65.3
Other, not over 4pp.	4,245.0	+7.1	16,707.1	-9.8
5–48pp.	52,574.0	+6.7	120,820.5	+.001
4[illegible]pp. or more	136,473.0	+.001	70,729.8	-7.6
Children's picture, coloring, drawing	50,565.0	+26.9	—	—
Music Books	3,600.0	+22.2	—	—
Maps, Atlases	4,311	—	—	—
TOTALS	$902,201.0	+12.8	441,059.2	—

A completely different universe of data is represented in Tables A, B and C. *PW* has derived these mainly from the *UNESCO Statistical Yearbook*, and they show trends in numbers of titles translated from major languages and by selected countries; and title output as reported—somewhat unevenly—by nations around the world.

On the matter of U.S. and Canadian data-sharing mentioned above, Mr. Lofquist has described the situation in the following statement for *PW:*

"In an attempt to get better trade data between the United States and Canada, both countries agreed in January 1990 to an exchange of import data. The purpose of this exchange was to use each country's imports as a 'proxy' for each country's exports: hence, to ostensibly obtain more complete and meaningful trade statistics. With regard to the 1990 trade data, the result is better detail at the aggregate level (i.e. books) but little or no detail at the individual category level (textbooks). This inadvertent result came about because both countries have significantly different categories covering their trade in books, as well as some other commodities. This problem of adequate coverage of individual categories is expected to be corrected beginning with the 1991 trade data."

TABLE 3

BOOK EXPORT-IMPORT RATIOS

Millions of Dollars

	Exp.	Imp.	Approx. ratios
1990	$1,428.0	$902.2	61–39
1985	591.2	564.3	51–49
1980	518.9	511.6	50.1–49.9
1975	269.3	147.6	60–40
1970	174.9	92.0	68–35

TABLE 4

U.S. BOOK EXPORTS COMPARED TO TOTAL U.S. BOOK SALES, 1970–90

(in thousands)

	Exports	Tot. sales	Exports as % of total sales
1990	$ 1,428.0	$ 15,365.1	9.4
1985	591.2	10,156.0	5.8
1980	518.9	6,411.0	8.1
1975	269.3	3,789.3	7.1
1970	174.9	2,677.0	6.5

TABLE 5

U.S. BOOK EXPORTS TO MAJOR COUNTRIES, 1989–1990

Shipments Valued at $2500 or More. Principal Countries & European Economic Community
(Ranked by 1990 dollar amounts, in thousands)

	1990 $	1989 $	1990 Units	1989 Units
Canada	$664,448	$394,189	935,424.3	168,523.6
United Kingdom	171,391	167,138	64,943.9	63,578.6
Australia	106,274	112,683	50,651.8	50,377.2
Japan	87,562	79,159	39,113.4	31,377.2
Germany, West	42,244	39,873	15,856.3	12,290.1
Netherlands	33,715	32,735	13,321.7	12,610.9
Mexico	32,337	26,339	11,064.9	10,542.3
Singapore	31,321	21,715	15,467.2	11,541.8
France	20,144	21,448	8,091.4	6,649.8
India	17,576	15,615	5,213.3	4,344.3
Taiwan	15,304	12,648	6,004.2	6,420.3
Hong Kong	12,853	10,987	5,517.7	4,400.0
Brazil	12,451	14,910	4,724.0	4,839.1
Rep. South Africa	11,378	14,752	7,993.2	9,203.1
Philippines	10,560	11,949	5,369.5	7,203.1
Switzerland	9,854	6,922	4,083.6	2,814.7
Italy	9,799	8,815	3,172.4	3,537.1
Spain	9,687	7,208	3,916.0	2,613.7
New Zealand	9,600	8,007	4,807.0	4,884.1
Korea, South	8,245	7,764	3,054.1	3,143.9
Ireland	7,946	9,782	1,826.7	2,521.7
Sweden	6,597	6,403	1,864.1	2,303.4
Argentina	5,746	3,440	4,987.1	2,938.3
Finland	5,095	3,020	2,796.0	1,485.0
Venezuela	4,772	4,999	5,275.2	5,618.9
Israel	4,321	4,232	1,826.5	1,633.5
Denmark	4,012	3,031	1,354.6	1,133.5
Malaysia	3,998	3,386	1,483.6	1,209.3
Portugal	3,881	4,836	1,918.8	1,757.8
ALL COUNTRIES	**$1,428,003**	**$1,123,155**	**1,266.767.9**	**477,465.5**

TABLE 6

U.S. BOOK IMPORTS FROM MAJOR COUNTRIES, 1989–1990

Shipments Valued at $1250 or More

(Ranked by 1990 dollar amounts, in thousands)

	1990 $	1989 $	1990 Units	1989 Units
United Kingdom	$216,420	$189,482	59,412.7	59,430.2
Hong Kong	136,701	102,504	61,110.5	49,378.5
Japan	123,351	120,694	61,048.7	54,980.4
Italy	81,731	62,409	53,740.3	49,378.3
Canada	61,584	61,896	92,332.3	104,902.3
Singapore	55,604	44,774	19,757.6	19,573.7
Germany, West	38,952	37,438	11,490.9	11,167.7
Spain	38,906	43,947	12,844.0	14,369.1
Netherlands	14,188	14,648	5,448.6	4,436.1
Korea, South	14,064	12,618	7,658.7	6,893.7
France	11,235	10,638	5,248.5	4,524.2
Belgium	10,797	12,396	4,864.9	4,854.7
Taiwan	10,668	9,983	3,303.2	7,572.5
Columbia	10,489	9,355	5,883.9	5,450.5
Switzerland	10,369	8,640	2,348.9	2,173.7
Mexico	8,028	7,100	5,800.9	3,275.4
Yugoslavia	7,609	5,815	4,506.4	4,428.3
Australia	6,964	5,314	2,097.8	1,587.1
Denmark	6,657	6,521	2,289.9	1,402.9
Israel	5,847	6,004	1,249.0	1,651.6
Sweden	5,359	3,133	1,369.5	1,573.4
China	3,595	4,887	1,351.4	2,480.8
WORLD TOTALS	**$902,201**	**799,932**	**441,059.2**	**408,642.9**

TABLE A

TRANSLATION PUBLISHING

By Principal Countries, 1982–1984

	1982	1983	1984
Brazil	519	1,433	1,331
Czechoslovakia	1,673	1,161	1,272
Denmark	1,387	1,503	1,659
Finland	1,425	1,250	1,421
France	1,894	3,436	3,821
Germany, West	8,168	7,600	6,868
Hungary	1,227	1,397	1,238
Italy	2,034	2,939	2,289
Japan	2,479	2,498	2,698
Norway	1,000	1,004	1,251
Poland	1,009	704	615
Spain	7,381	7,447	7,741
Sweden	2,128	1,996	1,916
Switzerland	1,002	1,106	1,084
Turkey	811	808	1,152
USSR	7,196	7,443	7,758
UK	1,070	1,143	1,153
USA	1,319	969	1,439
Yugoslavia	1,599	1,297	1,280
All Reporting Countries	52,198	55,618	52,405

TABLE B

WORLD TRANSLATION PUBLICATIONS

From Selected Languages 1982–1984

	1982	1983	1984
English	22,208	24,468	22,724
French	6,205	6,084	4,422
German	4,501	4,818	5,311
Russian	6,238	6,370	6,230
Italian	1,433	1,645	1,544
*Scandinavian	1,957	2,176	2,192
Spanish	715	847	839
Classical, Greek, Latin	839	1,116	1,035
Hungarian	703	665	679
Arabic	[illegible]	322	536
Japanese	208	222	204
Chinese	159	148	163
WORLD TOTALS	52,198	55,618	52,405

*Swedish, Danish, Norwegian, Islandic

Source: *UNESCO Statistical Yearbook, 1990* (partial data).

TABLE C

WORLD BOOK TITLE OUTPUT 1986–1988

Principal Publishing Countries & EEC (partial)

	1986	1987	1988
AFRICA			
Egypt	1,416	1,276	1,451
Nigeria	—	2,352	1,424
Tunisia	—	1,160	293
NORTH AMERICA			
Canada	6,623	7,263	7,550
Cuba	2,174	2,315	2,069
Mexico	4,897	7,725	4,826
United States	52,637	56,027	52,069
SOUTH AMERICA			
Argentina	—	4,818	4,826
Chile	1,499	1,654	1,840
Venezuela	—	1,202	—
ASIA			
Bangladesh	1,806	1,709	1,209
India	12,543	14,965	14,408
Indonesia	2,480	2,052	1,687
Iran	—	2,996	3,401
Japan	44,686	36,346	—
Korea, South	41,543	44,288	42,942
Malaysia	3,397	—	—
Philippines	804	1,768	1,072
Sri Lanka	2,368	—	—
Thailand	7,728	—	—
EUROPE			
Austria	9,560	8,910	8,360
Belgium	—	7,091	—
Bulgaria	4,924	4,583	4,379
Czechoslovakia	10,020	10,565	9,558
Denmark	10,957	11,129	—
Finland	8,694	9,106	10,386
France	32,934	43,505	39,026
EUROPE continued			
Germany, East	6,486	6,515	6,526
Germany, West	63,724	65,670	68,611
Hungary	9,857	9,111	8,621
Iceland	—	1,231	—
Italy	16,297	17,109	19,820
Netherlands	13,368	13,329	13,845
Norway	3,284	6,757	4,894
Poland	9,881	10,416	10,728
Portugal	10,782	7,733	—
Spain	38,405	38,302	35,426
Sweden	10,587	11,516	11,794
Switzerland	11,626	12,410	12,696
United Kingdom	57,845	59,839	62,069
Yugoslavia	10,734	10,619	12,100
OCEANA			
Australia	7,460	—	—
U.S.S.R.			
U.S.S.R.	83,472	83,011	—
Byelorussia	3,182	—	2,962
Ukraine	8,155	8,134	8,311

SOURCE: *UNESCO Statistical Yearbook, 1990*, except U.S. figures, derived by *Publishers Weekly* from R.R. Bowker Data Services; U.K. figures from *The Bookseller*, London; Canadian figures from Statistics Canada, (Michel Frève, Book Publishing Survey manager), Ottawa. U.S. figures do not include publications of state and local governments, some institutions, company reports, proceedings, lab manuals, yearbooks, U.S. Government Printing Office output and university theses. However, the books of University Presses, religious organizations and other nonprofit publishers are included.

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leaves the road
to walk the
land itself...

and finds an
unexpected
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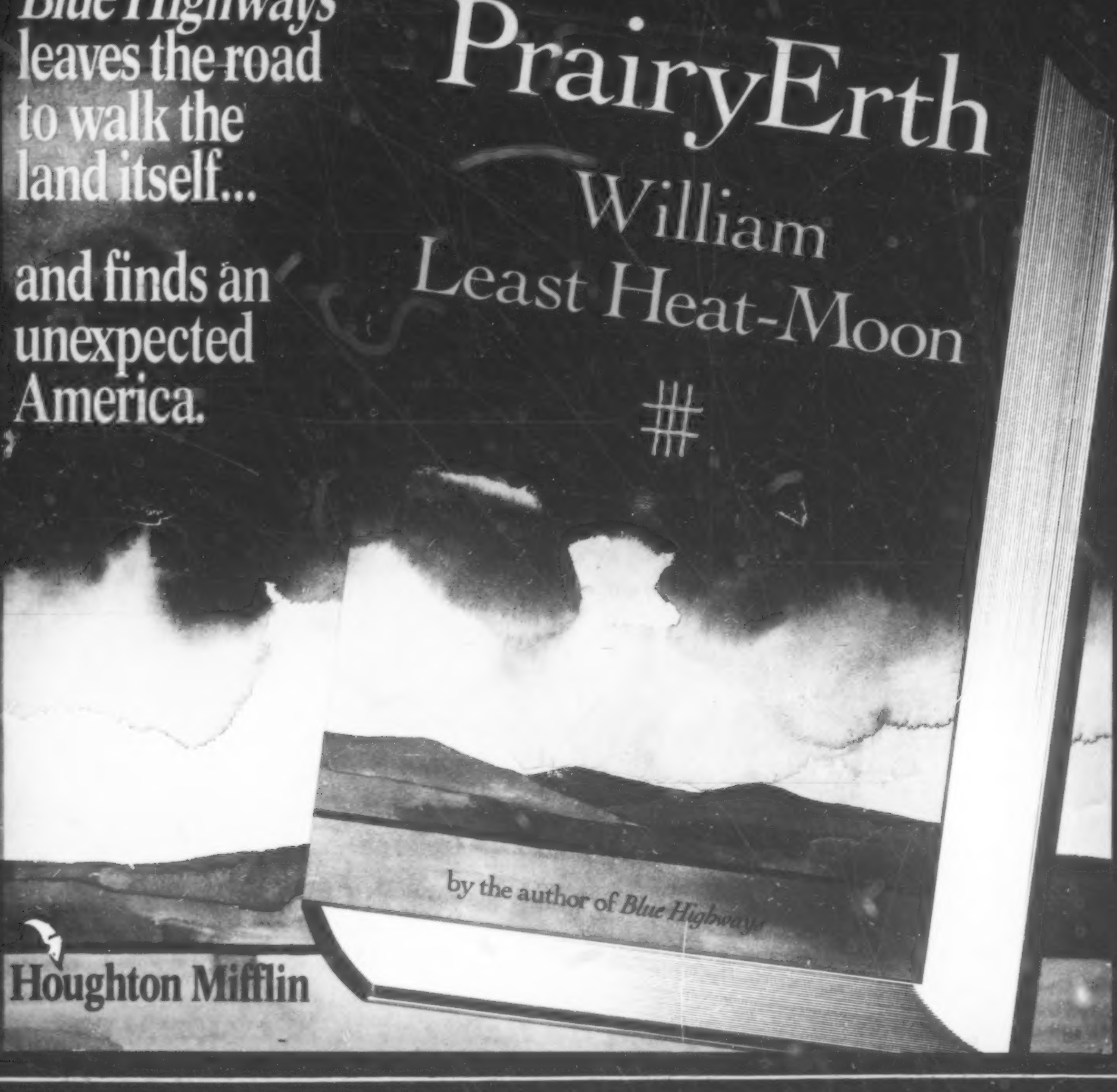
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William
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HIGHLIGHTS

Trends Seminar Sees Turbulence

A one-day seminar sponsored jointly by the Book Industry Study Group and *PW* heard from a number of industry leaders of a confused publishing present, and a future difficult to clarify—but with some gleams of economic hope. *Page 16*

Bomb Attack on Gay Bookstore

A bomb shattered the front window of a newly opened gay and lesbian bookstore in Lancaster, Pa., apparently as a gesture against a gay rights ordinance passed by the city council. No one was hurt, but gay booksellers were alarmed by the incident, the first of its kind. *Page 14*

Motovun Meet Survives Yugo. Unrest

The Motovun Group of international copublishers had their usual midsummer meeting at a hilltop village in Croatia despite the rumblings of potential civil war around them. *Page 14*

Congress Looking at Copyright Renewal

Congress is considering automatic copyright renewal for some works published between 1963 and 1977, and due for renewal in the next few years, whose owners may have failed to apply for renewal under the 1976 Copyright Act revision. *Page 15*

HM's Darehshori: A Global Vision

The new CEO of Houghton Mifflin, Nader Darehshori, thinks in terms of multicultural textbooks and world markets. A profile and interview are on *page 19*

Fein is New 'NYT' Publishing Reporter

Esther Fein, a young *New York Times* reporter currently in the Moscow bureau, will cover the book-publishing beat for the paper beginning in September, replacing Roger Cohen. *Page 18*

Macmillan U.K. Fights 'Grove' Pirates

Macmillan U.K. has taken action against Chinese pirates of its $2300 *New Grove Dictionary of Music and Musicians* after finding copies smuggled into Australia by a Chinese student. *Page 20*

New Directions in Rights Sales

The near-universal application of hard-soft deals, new movie interest, a decline in first serial sales, and new foreign markets are current trends in sales of rights. They are outlined, along with a sidebar on selling foreign rights, in an article beginning on *page 23*. Changes in the market for children's rights are described in Children's Book Scene, *page 29*.

Half-Price Books: Still Expanding

The chain, launched in Dallas nearly 20 years ago, now has 40 branches in Texas and the Midwest and plans further expansion; but it's still run on the socially conscious principles of retiring founder Ken Gjemre. See Bookselling, *page 38*.

Bertelsmann's Manufacturing Strategy

The U.S. manufacturing arm of the giant German group has been acquiring small, technologically sophisticated and specialized companies as part of its new approach to printing on demand. See the story in Book Design & Manufacturing, *page 41*.

AAP Sales Report for May

Category	% change, May*	% change, YTD
Adult hardcover	36.8	9.8
Adult paperback	-7.7	4.4
Juvenile hardcover	-7.0	-2.5
Juvenile paperback	6.5	7.5
Univ. pr. hardcover	7.3	1.1
Univ. pr. paperback	-9.2	12.8
Bibles, etc.	14.0	36.7
Mass market paperback	5.4	9.3
Book club	10.0	8.9
Mail order	19.8	3.1
Sci-tech	14.1	-3.3
College texts	-2.9	-9.7
School texts	9.4	1.3

**Percent changes measured against same time periods, 1990.*

***Sales figures for May**, as reported by the AAP, were an oddly mixed lot, with hardcover books staging a strong recovery and most other categories, except for Bibles, limping along. Children's hardcovers continued a slide begun earlier, and adult trade paperbacks were flat.*

POSITIONS OPEN

Artec Distributing, Inc., a recognized leader in Home Entertainment Software Distribution, is seeking to expand operations into the Book market. Artec currently distributes product in over 20 states in the Northeast, Southeast, and Mid-Atlantic region, and has strong contacts with Food, Drug, Mass Merchant and Toy accounts in this region. Artec is seeking experienced professionals with an entrepreneurial motivation to develop this new business opportunity. We are looking for

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SALES OFFICES

249 West 17th Street
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FAX-(212)-463-6653
TELEX-127-703 RR BOWKER

PRODUCTION MANAGER
Marina Paruolo (212) 463-6667
ASSISTANT PRODUCTION MANAGER
Nancy Campoli (212) [illegible]-6558
CONTRACTS COORDINATOR
Paul Walker (212) 463-6604

NEW YORK
Steve Chazen (212) 463-6810
Lynn Myers (212) 463-6811
Jane Belostock (212) 463-6797
Patricia Fiore (212) 463-6809
John V. Turner (212) 463-6784

MIDWEST
Matthew Hurley (708) 390-2917
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX: (708) 635-0929

WEST
Jim Levitt (818) 704-510
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11921 Vose Street
North Hollywood, Calif. 91605
FAX: (818) 982-4387

SOUTH
Robin Mays (404) 955-6500
Cahners Publishing Company
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX: (404) 955-2555

CANADA
Claude Choquette (514) 348-3236
The Rights Agency
C.P. 596, Station N
Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti 33-1-42-22-05-33
80 Rue des Saints Peres
75007 Paris, France
TELEX: 205735 F [illegible]

ITALY
Agenzia 00392-865445
Letteraria Internazionale
Via Fratelli Gabba, 3
I-20121 Milano, Italy
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JAPAN
Tom Mori 03-230-4081
Tuttle-Mori Agency
Fuji Building, 8F
2-15 Kanda Jimbocho
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TELEX: 2324915 TUTMOR J

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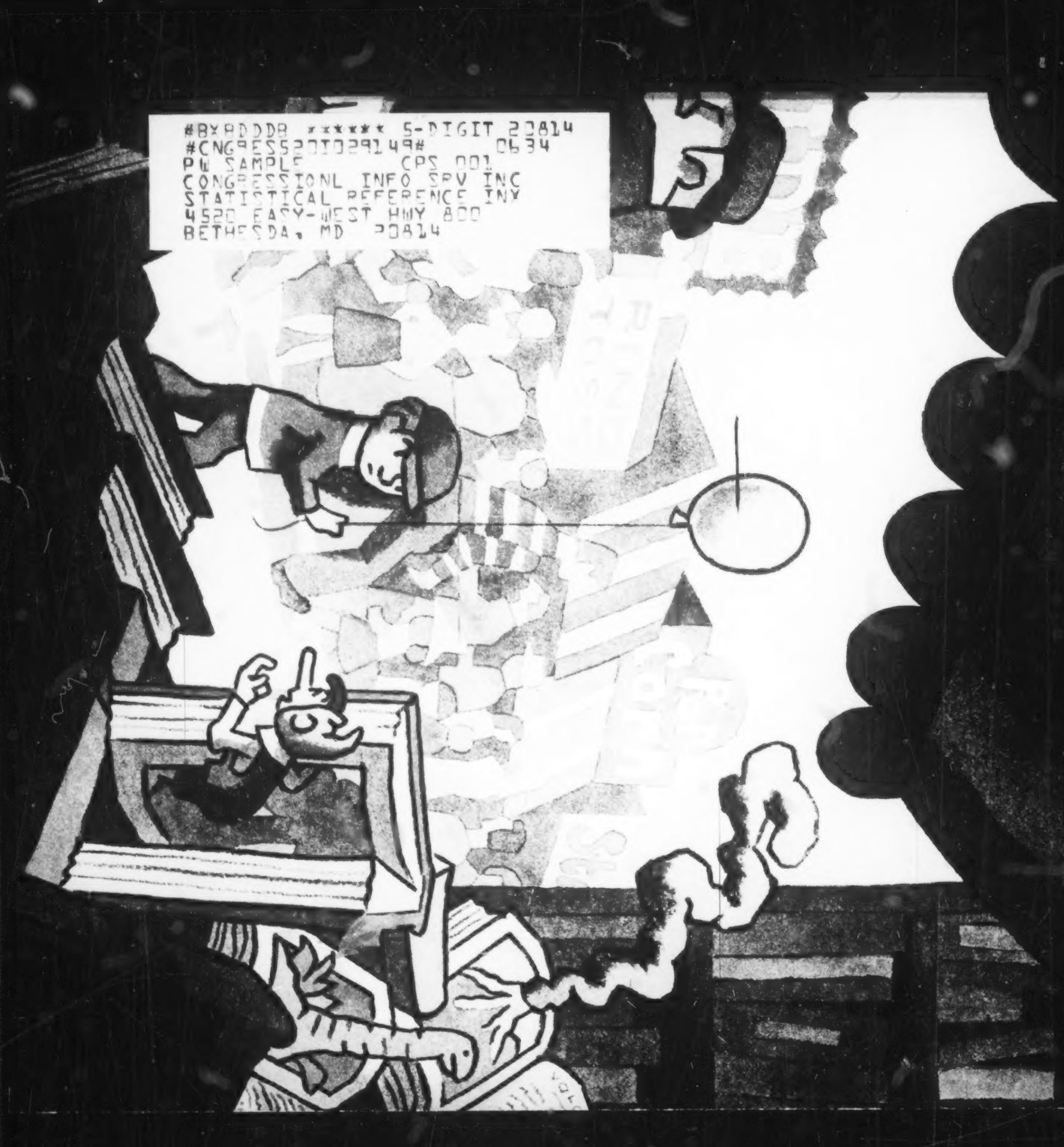
Children's Books for Fall



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The art of Jon Agee, creator of *The Incredible Painting of Felix Clousseau*, beckons readers into a fall season filled with books.

Publishers Weekly
Children's Books for Fall

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EDITORIAL INQUIRIES: *(212) 463-6758*

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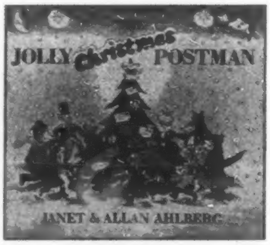

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EDITORS: JOANNE TANGORRA & JANET SCHNOL

ABA 1991: Children's Audio and Video Gains Wider Acceptance

BY JANET SCHNOL

Children's audio and video publishers had an enthusiastic response to this year's ABA convention held in New York City, reporting that, on the whole, retailers are now showing greater familiarity with the media than in previous years. Most of the people *PW* spoke to noted that audio and video are no longer sideline products but have established a definite and integrated presence at the show. As a result, both audio and video producers were able to concentrate on broader issues, such as market trends and product packaging.

Listening Library president Tim Ditlow comments that this year he saw many more audio products in general and greater cross-promotion of book and spoken-word audio titles than in years past. Listening Library displayed audio versions of Jack Prelutsky's *Something Big Has Been Here* and the complete Ramona Quimby series by Beverly Cleary, in addition to its extensive catalogue of titles. "It was a real working show this year," says Ditlow. "We were able to discuss our materials with buyers who were placing orders and re-orders. We feel as though we've arrived." Ditlow also notes that the company is now focusing more on children's-only stores.

This month, Listening Library will introduce new packaging for the retail market. B. Dalton, Walden and Kroch's & Brentano's will carry the trade paperback-sized cardboard box that houses a norelco-cased cassette. "Packaging is crucial to getting good titles into the chain stores," notes Listening Library's vice-president of marketing Arnie Cardillo.

According to Joseph Kulin, executive publisher for Parabola Audio Press, the current interest in mythology, folklore and multicultural issues is bringing his company's products into the limelight. "This is our moment in the sun," he says. Kulin adds that the company is looking into creating video for children based on their Storytime series of Native American tales, as booksellers have begun to ask about seeing the stories in this medium.

Helen Marcus

Judy Collins was on hand to sign copies of Random House's book and cassette, Thumbelina.

The Oral Tradition, on Tape

Parabola's Native American series was also displayed at Harper Audio's booth; Harper's Caedmon imprint will produce the series in conjunction with Parabola. "The series is really the soul of spoken-word audio," according to Harper Audio publisher Susan Knopf. "It may be in a new format, but it's not new in terms of spoken tradition. The series really struck a cord with booksellers." Knopf notes that the company is looking toward working with storytellers on a regular basis, as she sees an upsurge of interest in the history of various cultures.

"Audio does get a spin benefit from trends in books, and this year we're seeing it in children's product," Knopf observed, citing the Native American series as a good example, along with African-American-related titles such as *My Life with Martin Luther King*, read by Coretta Scott King, and holiday promotions that will include *The Best Christmas Pageant Ever* by Barbara Robinson and Alvin Schwartz's *Scary Stories 3*, which were all prominently featured at the booth.

In terms of packaging, Harper introduced a double-cassette norelco box which, according to Knopf, has been favorably received by retailers and customers alike. In 1992 the company will bring out children's product using the new package. Also, Knopf says they are "looking into selectively converting more titles into CD." However, she notes: "One of the most important things to us is to move forward into CD with an ecologically sound package. This concern will be part of the evolution of our CD program."

First time exhibitor Disney Audio Entertainment featured its Disney Babies, Read Along and Disney Afternoon titles. According to George Morency, director of product development, "This is the first time a lot of booksellers are seeing Disney's expertise taken to broader age mar-

STOP
THE LITTLE WONDER BUS
Elliott Smith

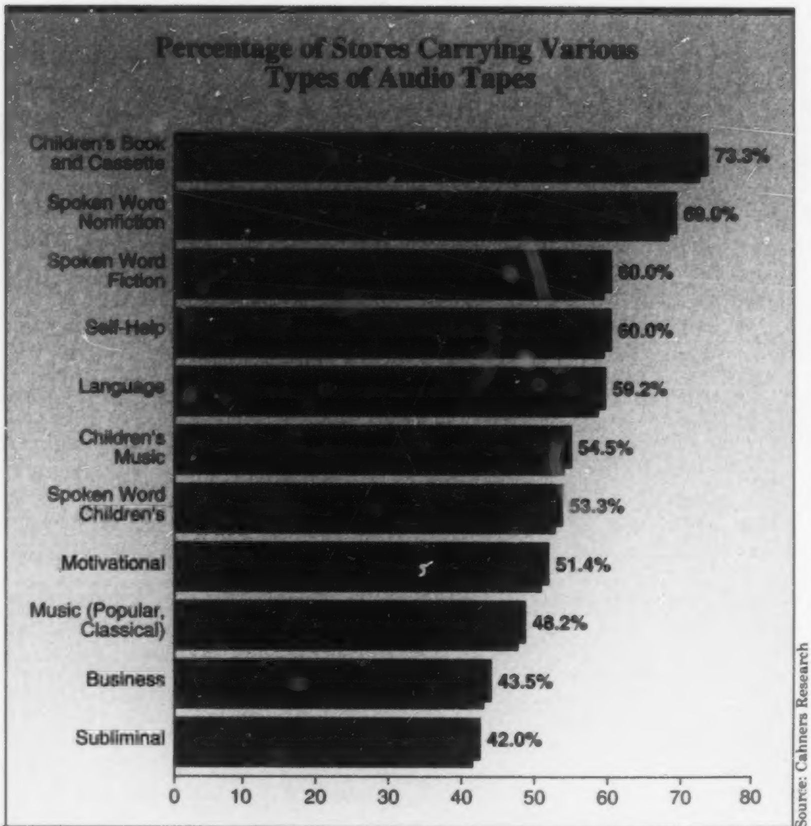
Metacom displayed packages of audiotapes that come housed in a wooden toy. The Little Wonder Bus *is bright yellow and comes with four tapes by ex-teacher Jane Norman, who calls the school bus/holder "a good merchandising tool."*

kets, and the response has been great." He notes that the new Beauty and the Beast line, which consists of an audio pop-up theater containing a diorama, two figurines and an audiocassette; a pop-up book with a shorter version audio cassette; and a Read Along with a hologram watch, "epitomizes the direction we're going in." In addition, Morency says, "People have asked about CD format and we're prepared to go to CD."

Though the newly formed Sony Music Video did not exhibit at the show, director of children's programming Linda Morgenstern was on hand to discuss its upcoming list. The company's first CD and book package, which will also be available in cassette, is Raymond Briggs's *The Snowman*, with words and music by Howard Blake and music performed by the Simfonia of London. Morgenstern says, "People are seeing that there will be a place for all materials to be produced, and that our list shows a variety of format and product." Sony Music Video plans for the future include a new audiocassette by Kevin Roth called *Daddysongs*; *Snow White, Sleeping Beauty* and *The Wizard of Oz* in the Animated Classics, produced in conjunction with Britain's Pickwick studios, series and a video version of John Burningham's *Grandpa*, narrated by the actor Peter Ustinov, with a score by Howard Blake. The film version of *Grandpa* will air on Showtime this fall. "People in the industry have given us a very positive response," comments Morgenstern. "They are excited to know that they can commit to 'media,' rather than have many licensing agreements."

One veteran exhibitor, Public Media Inc., which has maintained a presence at the show for the past five years, had its "best ABA ever," according to Christene Lundberg, vice-president for research and development, who noted that "the first year, we were literally in the section with the sidelines." Featured at the company's booth, which is now integrated with those of book publishers at the show, was the video version of C. S. Lewis's *Chronicles of Narnia*. "We've had a wonderful response to our programs and we believe the catalyst has been the Chronicles of Narnia series," says Lundberg. Booksellers who initially said no to the collection, which includes the WonderWorks video line based on the PBS television series, have decided to take *Chronicles*, and the rest of the list has "leapt forward," Lundberg explains. "We're hoping this will be the beginning of stores learning that this type of programming can work for them."

Now that children's audio and video are coming into their own, the industry appears well-positined to incorporate new technology and more aggressively respond to consumer preferences. ☐



Source: Cahners Research

Bookstore Survey Shows Commitment to Children's Audio

In a recent study of the audio market, sponsored by *Publishers Weekly* and conducted by Cahners Publishing's market research department, 1000 bookstores were surveyed to determine the size of the market, types of audiotapes carried, the number of titles carried within each category and the selection process for ordering and stocking audiotapes.

With a total of 260 respondents whose stores currently carry or plan to carry audiotapes, here are the results as they relate to the children's audio market:

- 73% of respondents carry children's book-and-cassette packages. 54.5% carry children's music tapes, and 53.3% stock spoken-word product for children.
- Of the stores' total audio stock, 27% are children's titles.
- In a breakdown of audiotapes by category, respondents said they stock an average of 20 book-and-cassette titles, 19 music titles and 16 spoken word titles.

For further coverage of the survey, see the Audio/Video Plus section, Aug. 2.

Change of Address

As of August 1, please send all audio and video correspondence regarding children's and adult product to Joanne Tangorra, Audio/Video Editor, 362 Partridge St., Albany, N.Y. 12208

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Matthew Hurley *(708) 390-2917*
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
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Jim Levitt *(818) 784-5101*
Lorna Campbell
11921 Vose Street
North Hollywood, Calif. 91605
FAX: *(818) 982-6387*

SOUTH
Robin Mays *(404) 955-6500*
Cahners Publishing Company
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX: *(404) 955-2585*

CANADA
Claude Choquette *(514) 348-3236*
The Rights Agency
C.P. 596, Station N
Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti *33-1-42-22-85-33*
80 Rue des Saints Peres
75007 Paris, France
TELEX: *205735 F ECOLOIS*

ITALY
Agenzia *00392-865445*
Letteraria Internazionale
Via Fratelli Gabba, 3
I-20121 Milano, Italy
TELEX: *323574*FAX: *0039-2-876222*

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Tom Mori *03-230-4081*
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Fuji Building, 8F
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Chiyoda-ku, Tokyo
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Success Stories: Books That Lead to the Top 15
Solid information from a reputable source plus a breezy narrative style are key elements in many winning business titles
By Peggy Langstaff

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Dojny Named President of Macmillan College Division
Hachette Reduces Staff and List at Editions Stock
1990 Sales Hit $15.4 Billion (Table)
Frederick A. Praeger Retires After Close to 60-Year Career
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Dojny Named President of Macmillan College Division

Richard Dojny, formerly vice-president in charge of sales and marketing for Macmillan's trade and reference divisions, has been named president of the Macmillan college division.

In a related appointment, Barry Lippman, president and publisher of the adult trade division, will assume additional reponsibilities for Macmillan's trade division sales and marketing. Lippman has been president of the adult trade division since 1988 and before joining Macmillan held editorial positions at New American Library and Doubleday, and was general manager in the trade division of Little, Brown.

Gilbert King

Dojny

Nancy Crampton

Lippman

Dojny joined Macmillan in 1984 as vice-president of marketing and became vice-president of sales and marketing in 1988. Before joining Macmillan he was vice-president and general manager of the college division of McGraw-Hill for four years.

In other developments at Macmillan, Bonnie Ammer, vice-president and director of marketing, will have additional responsibilities for telemarketing, publicity and the art department. Neal Sweet, president of the library and reference division, will also oversee library sales. Frank Margiotta, president of Pergamon-Brassey's, and Luanne Levin, president of Armed Forces Journal, will now report to Charles Siegel, senior vice-president and director of fulfillment.

Hachette Reduces Staff and List At Editions Stock

As Hachette transforms Editions Stock into a holding operation, one of the European logos most familiar to Americans in the decades following the Second World War will soon be little more than a name on the door.

Staff and list cutting have begun, while Claude Durand, president and publisher of sister affiliate Fayard, the most successful trade operation in the Hachette group, adds Stock to his mandate. Durand was recently appointed editorial advisor to Jean-Louis Lisimachio, who replaced Jean-Claude Lattès at the head of Hachette's book division.

Hachette had been letting Stock run down for several years, and few insiders were surprised at the decision to cut losses. A Stock employee was quoted, "They're burying a zombie."

It was clear that Durand, who assumes the title of president and publisher at Stock in the autumn (while keeping the same job at Fayard), has a writ to pursue publishing under the Stock imprint, if only because of its impressive backlist, which, thanks to editors André Bay and later Marie-Pierre Bay, ranges from Karen Blixen to Isaac Bashevis Singer.

Founded more than two centuries ago, Stock was a translating publisher in the 19th century. Post World War II authors included Pearl Buck, Graham Greene, Evelyn Waugh, Erich Maria Remarque and Virginia Woolf. In recent times an attempt was made to save Stock by building up a French frontlist, but management wasn't up to it. Sales in 1990 were reported as $7.5 million.

—HERBERT R. LOTTMAN

1990 Book Sales Hit $15.4 Billion

According to 1990 final figures released by the Association of American Publishers, sales for the year totaled $15,437,600,000, a modest increase of 5.3% over 1989.

AAP Estimated Industry Sales 1989-1990

	Millions of Dollars		
	1989	1990	
	$	$	% chg from 89
Trade (Total)	3623.5	3892.8	7.4
Adult Hardbound	1745.4	1808.2	3.6
Adult Paperbound	976.6	1063.5	8.9
Juvenile Hardbound	665.1	761.5	14.5
Juvenile Paperbound	236.4	259.6	9.8
Relgious (Total)	737.1	788.0	6.9
Bibles, Testaments, Hymnals & Prayerbooks	201.0	229.9	14.4
Other Religious	536.1	558.1	4.1
Professional (Total)	2592.8	2765.9	6.7
Business	481.7	527.9	9.6
Law	883.0	947.5	7.3
Medical	490.5	526.3	7.3
Technical, Scientific, & Other Professional	737.6	764.2	3.6
Book Clubs	704.0	725.1	3.0
Mail Order Publications	796.8	731.4	-8.2
Mass Market Paperback Rack-Sized	1094.5	1148.6	4.9
University Presses	227.0	245.8	8.3
Elementary & Secondary Text	1983.6	2025.8	2.1
College Text	1842.1	1991.3	8.1
Standardized Tests	119.4	127.6	6.9
Subscription Reference	509.4	540.5	6.1
AV & Other Media (Total)	223.7	237.2	6.0
Elhi	178.6	186.1	4.2
College	17.4	20.0	14.9
Other	27.7	31.1	12.3
Other Sales	211.3	217.6	3.0
Total	14665.2	15437.6	5.3

Frederick A. Praeger Retires After Close to 60-Year Career

Ending a nearly 60-year career during which he published close to 10,000 scholarly books in the social sciences, art, architecture, design and archaeology, Frederick A. Praeger has retired from Westview Press.

His career began in 1933 in his father's publishing business in Vienna. After the Anschluss, Praeger came to the United States, served in the U.S. Army and after World War II, as part of the military government, helped to reconstruct the German publishing industry; in 1947 he opened the first German book fair in Frankfurt.

In 1950 he founded Frederick A. Praeger Publishers in New York City, which he sold to Encyclopaedia Britannica in 1966. He resigned from Praeger in 1968 and embarked on a number of publishing ventures in Europe. In 1975 he founded Westview Press in Boulder, Colo. He sold the company in 1989 to SCS Communications, remaining as publisher and vice-chairman of the board.

Selling Encyclopedias Store to Store
CBA in Orlando • WordStock's Sales Reporting System
A Lexicographer's Life • Two Children's Books as Fund-raisers

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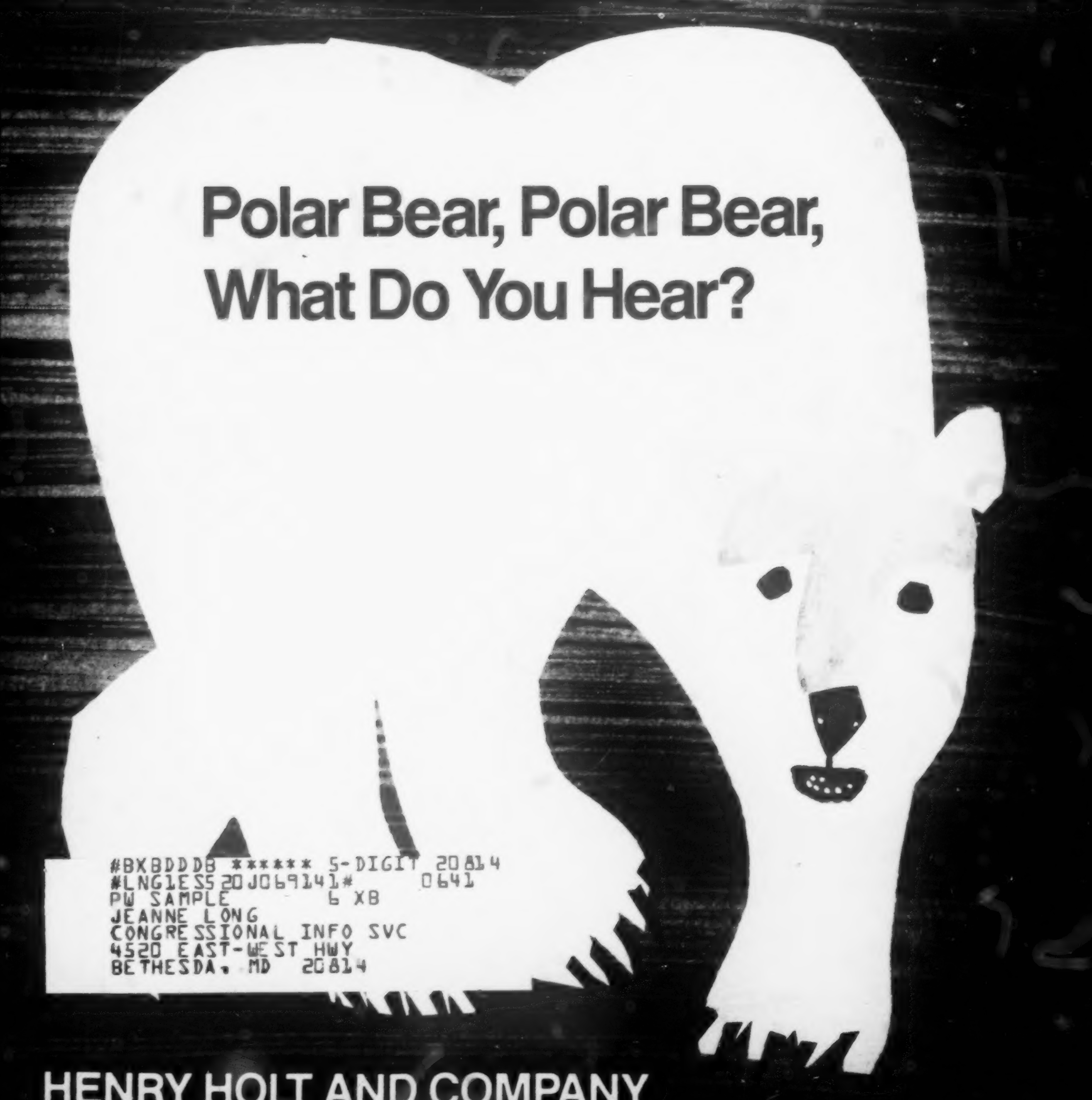
Polar Bear, Polar Bear,
What Do You Hear?
HENRY HOLT AND COMPANY

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NEWS OF THE WEEK

EDITOR: MADALYNNE REUTER / ASSOCIATE EDITOR: CALVIN REID

$1.1 Billion Literacy Spending Bill Becomes Law

President Bush has signed into law a major legislative package earmarking up to $1.1 billion over the next four years to fund various new programs aimed at alleviating illiteracy in the United States.

Bush had agreed earlier not to attempt to block the legislation as it moved through Congress with overwhelming support. The bill gained final congressional passage when House and Senate conferees reached agreement on an additional program promoting literacy training in correctional facilities.

The literacy programs outlined in the legislation are to last for four years, with a maximum funding of $1.1 billion over that period. The law is to take effect October 1, the beginning of the next federal fiscal year. In fiscal year 1992, the bill allows up to $60 million for family literacy programs, $25 million for state literacy strategy grants and $2.5 million for local volunteer literacy programs.

Under the provisions of the legislation, which still must receive the actual funding through other legislation, books will be distributed to poor children who have special needs; library programs serving adults most in need will receive funding priority; states will be required to establish prison literacy programs; and literacy programs will be established for commercial drivers.

Other elements of the bill include $197.5 million worth of new literacy initiatives, including establishment of literacy resource centers around the country, assistance for small businesses that want to develop job-site literacy programs, public television programs aimed at literacy and creation of a National Institute for Literacy to serve as a clearinghouse for literacy information.

—HOWARD FIELDS

AAP Sales Report for June

Category	% change, June*	% change, YTD
Adult hardcover	1.4	9.1
Adult paperback	3.2	4.4
Juvenile hardcover	-3.5	0.1
Juvenile paperback	-8.4	-1.6
Univ. pr. hardcover	5.5	3.9
Univ. pr. paperback	8.7	14.4
Bibles, etc.	0.3	31.2
Mass market paperback	-5.6	6.6
Book club	4.2	8.1
Mail order	0.3	3.0
Sci-tech	-9.3	-3.5
College texts	7.9	-6.0
School texts	8.5	4.6

**Percent changes measured against same time periods, 1990.*

Wiley Launches Joint Venture With Soviet Academy of Sciences

John Wiley & Sons announced the establishment of a joint commercial publishing venture with Nauka Publishers, the publishing arm of the Academy of Sciences of the U.S.S.R., to be headquartered in Nauka's Moscow offices.

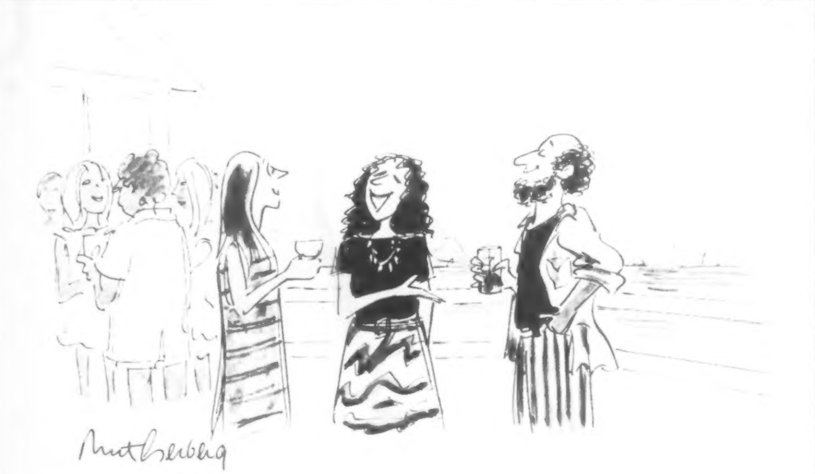
Under the terms of the agreement the new enterprise, called Wiley Nauka, **will publish and distribute internationally English translations of scientific and technical works by Soviet authors and scientific organizations. The new venture will also translate and publish selected Wiley titles in Russian with stipulations that Wiley Nauka will have access to Russian works still in manuscript form in order to facilitate timely translations. Among the initial releases will be English-language versions of two natural science journals, a Russian-English dictionary and several computer books geared to the consumer.**

W. Bradford Wiley, chairman of John Wiley, said, "Since my first visit to the Soviet Union in 1962, I've worked toward the time when a free flow of information into and out of the U.S.S.R. could be established with appropriate copyright safeguards."

Professor Stanislav A. Chibiriayev, director of Nauka Publishers, said, "Soviet educators have expressed the need for materials on chemistry and polymer sciences, computer technologies and business management, areas in which Wiley has unusually rich lists."

Out of Line

by Mort Gerberg



"Eloise, this is Garson Knox. Garson is a Book-of-the-Month Club main selection for August."

Remainder Houses: Dealing with the Overflow
Summer Business in the Bookstores • Publishing Popular Science
A Talk with Agnes de Mille • Kids' Video at VSDA Show

PW International
Silver Lining in Australia
New Vigor in Ireland

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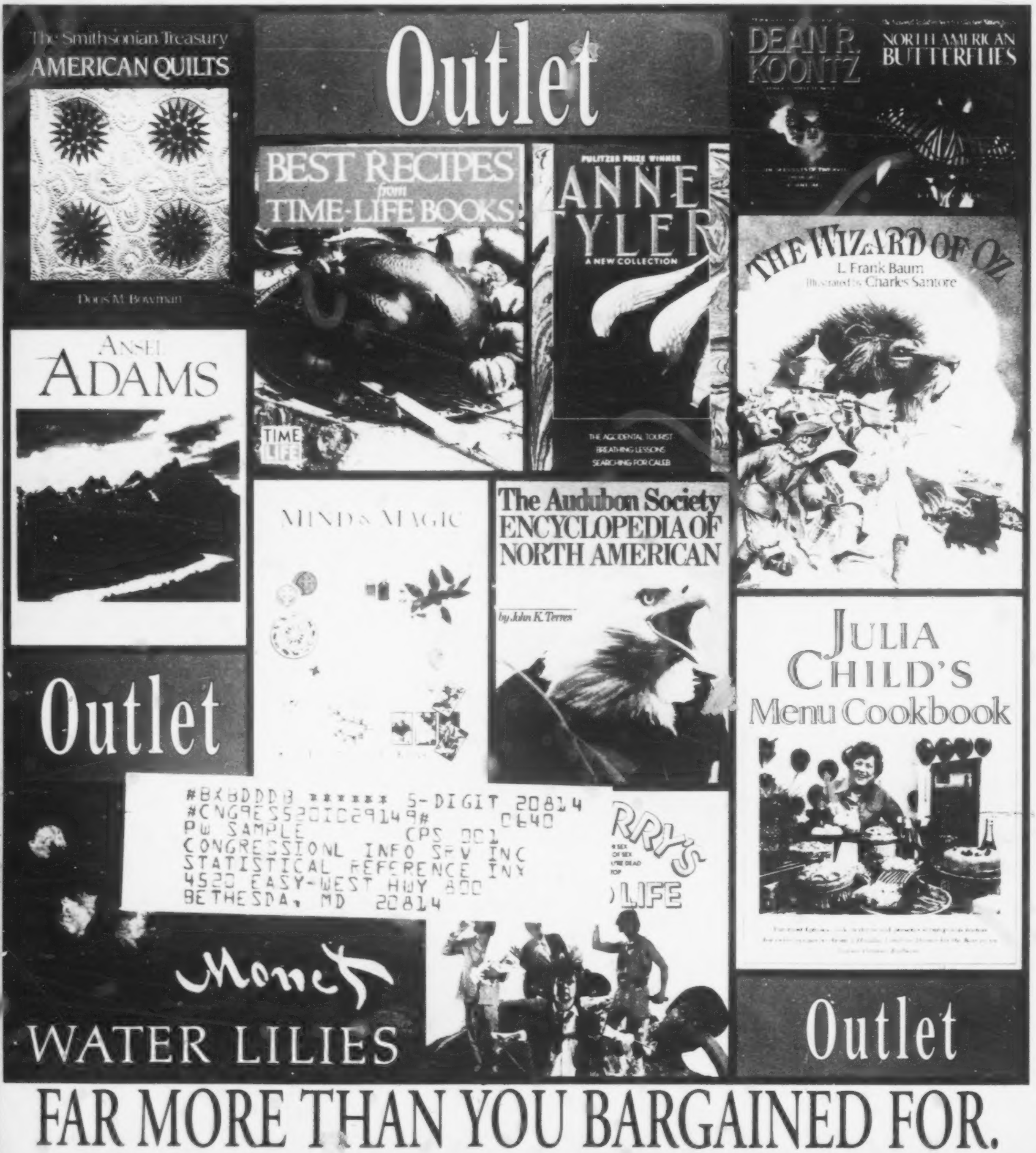
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TIME LIFE
PULITZER PRIZE WINNER
ANNE TYLER
A NEW COLLECTION
THE ACCIDENTAL TOURIST
BREATHING LESSONS
SEARCHING FOR CALEB
THE WIZARD OF OZ
L. Frank Baum
Illustrated by Charles Santore
ANSEL ADAMS
MIND & MAGIC
The Audubon Society ENCYCLOPEDIA OF NORTH AMERICAN
by John K. Terres
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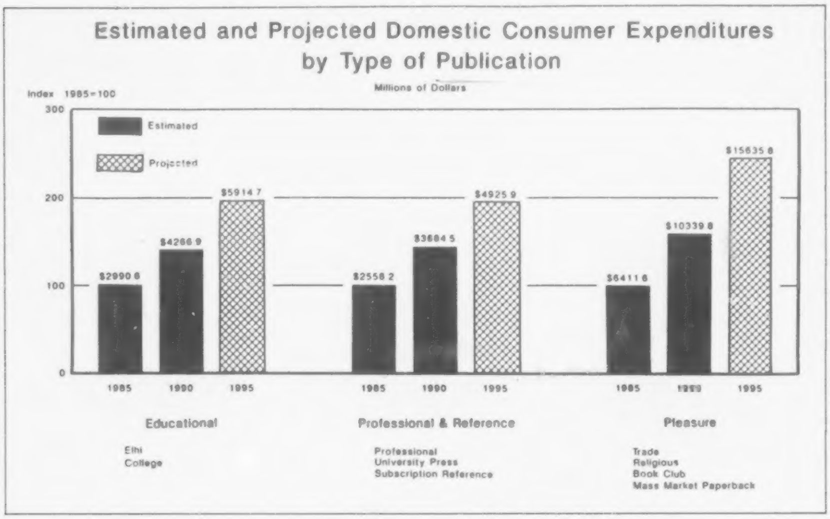

Estimated and Projected Domestic Consumer Expenditures by Type of Publication

DOMESTIC CONSUMER EXPENDITURES (MIL. $)

	ESTIMATED EXPENDITURES		PROJECTED EXPENDITURES
	1985	1990	1995
TRADE (TOTAL)	3660.0	6497.0	10548.8
ADULT TRADE (TOTAL)	2871.2	4776.8	7468.5
Hardbound	1791.4	2921.1	4553.1
Paperbound	1079.8	1855.7	2915.4
JUVENILE TRADE (TOTAL)	788.8	1721.0	3080.3
Hardbound	572.1	1234.4	2215.2
Paperbound	216.7	486.6	865.1
RELIGIOUS (TOTAL)	925.6	1361.9	1723.5
Hardbound	545.7	870.2	1095.6
Paperbound	379.9	491.7	627.9
PROFESSIONAL (TOTAL)	2043.4	2956.8	4018.5
Hardbound	1452.2	2119.3	2883.6
Paperbound	591.2	837.5	1134.98
BOOK CLUBS (TOTAL)	581.5	704.7	910.6
Hardbound	454.5	560.1	714.4
Paperbound	127.0	144.6	196.2
MAIL ORDER PUBLICATIONS	650.1	751.7	1061.4
MASS MARKET PPRBK—RACK SIZE	1244.5	1775.4	2452.9
UNIVERSITY PRESS (TOTAL)	172.8	284.1	413.8
Hardbound	122.3	193.4	233.1
Paperbound	50.5	90.7	180.7
ELHI (TOTAL)	1415.3	1947.9	2582.8
Hardbound	820.9	1072.8	1443.7
Paperbound	594.4	875.1	1139.1
COLLEGE (TOTAL)	1575.3	2319.0	3331.9
Hardbound	1217.5	1622.6	2332.6
Paperbound	357.8	696.4	999.3
SUBSCRIPTION REFERENCE	342.0	443.6	493.6

Prepared by the Book Industry Study Group

Prospects for considerable growth *in consumer expenditures on books are outlined in a new Trends study from the Book Industry Study Group. The projections above represent an average compound annual growth rate from 1990-95 of 10.2% in trade books (compared with 12.2% from 1985–90); religious 4.8% (8%); professional 6.3% (7.7%); book clubs 5.3% (3.9%); mail order 7.1% (3%); mass market paperbacks 6.7% (7.4%); university press 7.8% (10.5%) elhi 5.8% (6.6%); college 7.5% (8%); and subscription reference 2.2% (5.3%).*

Pearson U.K. Profits Fall, Book Units Lose £13.4 Million

Half-year results for the period to June 30 revealed a sharp fall in 1991 profits for Britain's Pearson, with its book publishing subsidiaries recording total losses of £13.4 million in comparison to the half-year profit of £2.1 million for the same period last year.

Overall, pretax profits of £40.7 million represent a drop of 58.4% compared to the £97.9 million recorded in the first half of 1990. Of the three book publishing groups in the Pearson fold, Longman just managed to break even, whereas last year's first half saw a £5.9 million profit. Addison-Wesley's losses of £6.5 million compare with losses of £3.7 million last year. Even though A-W is traditionally even more dependent on second-half sales than most publishing groups, this nevertheless represents losses 75.7% higher.

Penguin Loss

At Penguin a loss of £1 million in the first half of 1990 has been converted into losses as high as £8 million. Penguin Group U.K.'s managing director Trevor Glover told *PW*: "The losses were fairly evenly distributed throughout most markets, though Australia did relatively well. But a significant contributor to the half-year losses was the U.S. Smithmark company, dealing in bargain books and remainders, which has now been sold."

In his chairman's statement, Pearson's Lord Blakenham referred to "weak demand across the board in the U.K. and in trade books in the U.S., together with a higher number than usual of books returned unsold." However he maintained that "educational publishing in the U.S. . . .laid a good foundation for growth in its very important second half." —VIVIENNE MENKES

A World of Cookbooks: Current Titles & Bestsellers
Return of Book PubWorld • Selling Children's Sidelines
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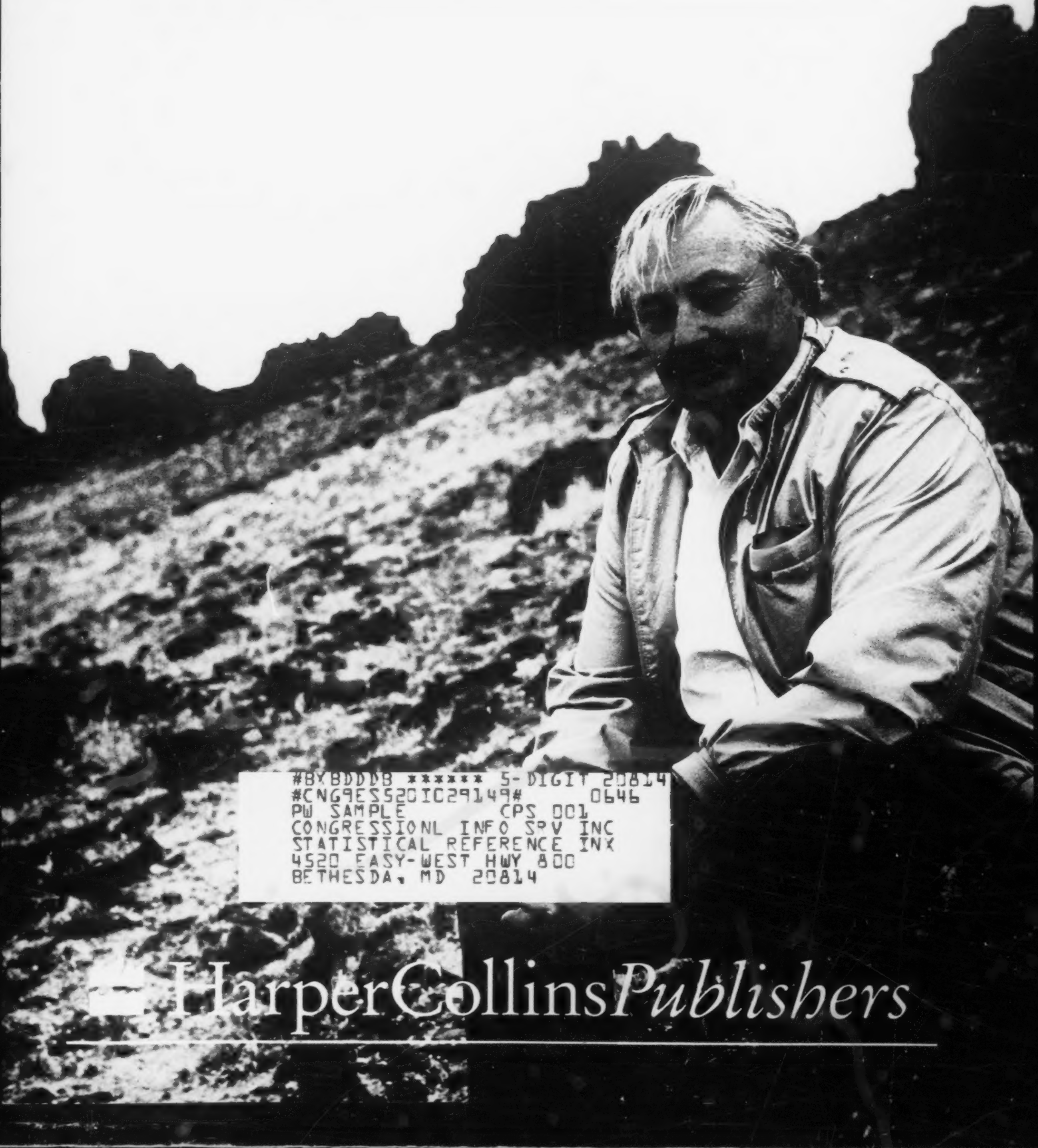

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EDITOR: DIANE ROBACK / ASSOCIATE EDITOR: SHANNON MAUGHAN

Cheering On the Sidelines

They enhance a store's image and profit margins—but they need to be kept up-to-date, and carefully matched to the book stock

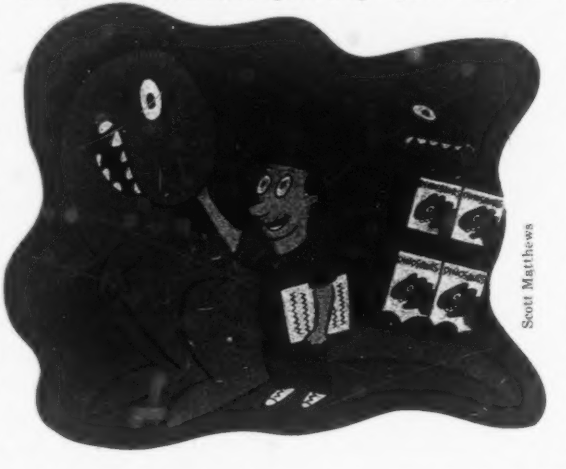
BY DIANE ROBACK

Sidelines, at one time considered a minor, ancillary addition to a bookstore's stock, have become a very important component of—and asset to—a children's bookstore. They add something intangible but positive to the product mix, and they add something *quite* tangible to a store's profits. This article is based on the results of two surveys: a statistical poll conducted earlier this summer by Cahners Research, to find out how children's sidelines are selling in bookstores around the country, and which ones are doing best; and a telephone survey of children's-only booksellers, to gather more in-depth opinions about why they stock the sidelines they do, and how the sidelines are merchandised.

The variety of sidelines carried by bookstores is wide indeed—from puzzles and games to hand puppets, plush dolls and greeting cards (see chart on next page). Just over 97% of the children's bookstores that participated in the Cahners survey carry sidelines, compared to 94.3% of other independent bookstores, and 100% of national and regional chain bookstores. In the non-children's independent bookstores, 73.9% of those sidelines are adult sidelines and 26.1% are children's sidelines; for the chains, 77.2% are adult and 22.8% are children's.

Children's-only bookstores devote, on the average, 322 sq. ft. to sidelines, representing an average of 17.4% of total store space. Other independent stores devote an average of 526 sq. ft. to all sidelines; since 26.1% of that figure is children's, this translates to 137 sq. ft. per store, on the average, for children's sidelines in independent bookstores. The high percentage of chain bookstores not answering this question makes the findings inconclusive in this category.

Total sales for sidelines (adult and children's) in 1990, for our surveyed bookstores, averaged $59,688 for children's-only stores and $73,138 for other independents. Children's-only stores had an average of $421,320 in total revenue in 1990, with sidelines therefore comprising 14.1% of revenue (slightly less than the 17.4% of total store space they take up, but some sidelines—like toys and games—occupy more display space than books do).



Scott Matthews

Always on the Lookout

Children's retailers say they look for new sidelines everywhere, and through a variety of channels. Many people, when starting up a children's-only store, join the American Booksellers Association and purchase *The ABA Children's Bookselling Resource Handbook*, which contains a listing of some sidelines companies. Booksellers in our survey said that they found this listing helpful initially, but once their store got off the ground they relied on other methods for locating new companies. The most common sources of sideline information cited in the Cahners survey are, in descending order: gift, toy and trade shows (attended by 52.9% of respondents), sales reps (35.3%), trade journals (23.5%), and other bookstores and booksellers (20.6%).

Marcia Derse, owner of The Reading Railroad: A Children's Bookshop in Sylvania, Ohio, says her store is visited by many toy reps, who represent toy, gift and other sidelines companies, so she doesn't "have to go out looking much." Shirley Mullin, who owns three Kids Ink stores in the Indianapolis area, says she has attended a few Toy Fairs but didn't find them worth her time. But she always visits bookstores when she travels, and sees what sidelines they carry. So does Beverly Gealer of The Children's Bookshop, Vol. II, in Southfield, Mich. "I look everyplace I go," she states. "Museum shops are very big for me." The ABA convention is another important source for children's booksellers, who say they not only discover new sidelines companies there, but also trade valuable information with fellow booksellers.

To Stock or Not to Stock?

In our phone survey, children's booksellers offered many reasons to stock sidelines, and few reasons *not* to. Sidelines serve as a draw for customers, who might not have gone into the store if it sold books exclusively. They enhance a store's image, and make it more visually interesting. And (perhaps most importantly) they offer better profit margins than books do.

The survey made it abundantly clear that the key to selling children's sidelines successfully in a bookstore is being enterprising—constantly searching for new products to stock, and vigilantly watching what sells and doesn't sell. That way, since shelf space is at such a premium, sidelines with slow turnover can be replaced with better-selling items. "They're quite profitable," says Tina Moore of The Blue Marble in Ft. Thomas, Ky., "but only if you hit on the ones in demand."

When asked their criteria for

Telephone research by Bella Stander.

choosing sidelines, children's booksellers, almost unanimously, said that the products must be book-related or education-oriented. Clifford Wohl, owner of Rabbit Hill Children's Bookstore in Hewlett, N.Y., echoes the sentiments of many booksellers when he states: "Sidelines have to meet the same qualifications I use when picking books. I carry things that won't compete with books but will supplement them."

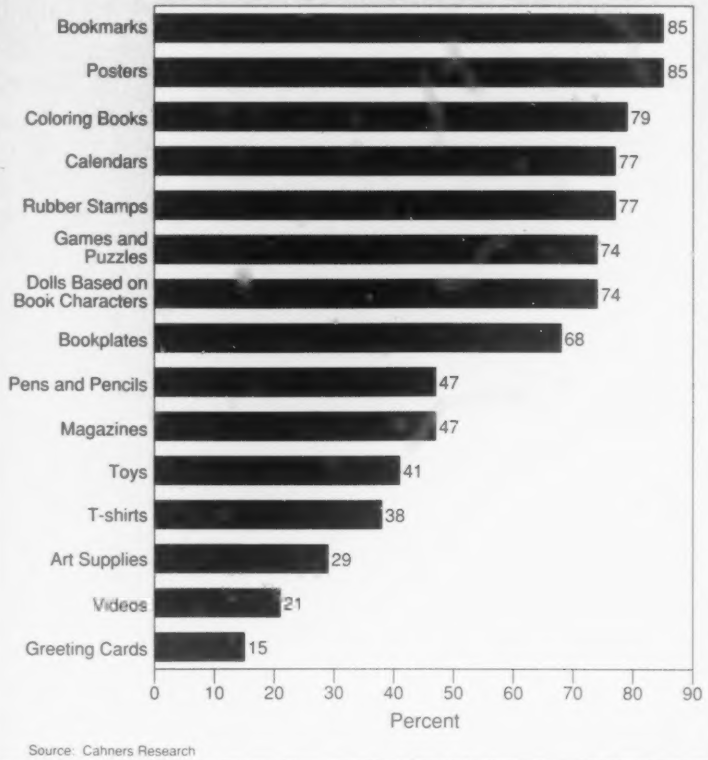
For Carol Erdahl of The Red Balloon in St. Paul, Minn., a good sideline is "something special that doesn't take up a lot of space, is easy to deal with and doesn't take a lot of tracking." Other selection criteria mentioned by booksellers include: "the product has to have lasting value;" "we carry things that customers can't find anywhere else;" "we try not to go too far away from books;" and "we evaluate how much space they take up, and whether they detract from our primary objective of selling children's books."

To this end, the retailers like to carry items such as plush dolls and rubber stamps based on book characters, animal puppets that can be displayed alongside a book starring that animal, art supplies and educational games.

Creative Shelving

Our two surveys yielded the same response for percentage of store devoted to sidelines (15%–20% was the average response in the phone poll, compared to the 17.4% in the statistical survey). Booksellers say that they sell sidelines best when the items are wholly integrated into the store's stock, rather than shelved in a separate area. Art supplies go with art books, science games with science books, butterfly nets with bug books, travel bingo cards and tapes with travel books, Brio train sets with train books, dinosaur kits with dinosaur books, jumpropes with *Anna Banana* (a book of jump-rope rhymes), Madeline and Curious George dolls with their corresponding picture books. According to Susan Stadtmueller, owner of The Toybox in Neenah, Wis., "It's important to mix them up in the store, because people don't see the possibilities unless you put them out in front of them. And it's important for the employee to say, for example, 'We have a puppet that looks exactly like the character in that book.' Very often you'll clinch a double sale that way."

Percentage of Children's Bookstores Carrying Most Commonly Stocked Sidelines



Source: Cahners Research

None of the booksellers we spoke with is decreasing the amount of space devoted to sidelines in their store. About half of them say they are increasing space for them, and the other half say space is holding steady. Those increasing display space say they are doing so because of demand. Jan Shoup, co-owner of Magic Tree Bookstore in Oak Park, Ill., comments, "We're selling more of them, so I guess we've got to expand." Others, like Todd Horst of Whizkids Toys and Books in Tucson, Ariz., say that their sidelines expansion is slowing. "I feel we have most of what we would want," he remarks. "We add fewer new lines each year because there aren't that many that meet our criteria."

Of those booksellers who don't plan to increase space for sidelines, most say it's because they are simply out of room. And even if Jo Michalski of Once Upon a Time in Anchorage had more space, she says she wouldn't necessarily look for new sidelines, but instead "would add more within the sidelines that we are currently carrying. We would stock more cards, for example, but we aren't willing to give up book space to carry more cards."

Sidelines display space does not stay constant throughout the year in most stores, however. Retailers tend to add sidelines during summer and around the holidays. And they frequently rotate new items in, to try them out and give the stock a fresh look, while discontinuing older lines that have slowed down or never took off.

Worth Their Weight

Retailers consider sidelines valuable for all sorts of reasons. For one, they make store displays much more lively and inviting. In the words of Gwynne Spencer, owner of trespassers william of Albuquerque, N.M., "Books are basically two-dimensional. Anytime you add a three-dimensional product it makes it easier to process the information from the book." Stadtmueller of The Toybox adds another reason for stocking sidelines: "Statistically, something like 50% of the population is intimidated by books. A large percentage of people wouldn't walk into a store that's all books because they'd feel out of place. Sidelines soften that image. Psychologically it's an easier atmosphere to shop in. A lot of times people come into the store to look at sidelines and we can ease them into purchasing books. If you want to add to your customers, you have to lure in the non-book customer."

Most of the booksellers in our phone survey believe that their sidelines sales are book-driven (and prefer it that way), but some respondents said that they have customers who come in specifically for sidelines, especially audiotapes and greeting cards. Window displays that incorporate both books and related sidelines are the best way booksellers have found to draw in passersby and show them what the store has to offer. Susan Malk of White Rabbit Children's Books in La Jolla, Calif., comments, "In our window we have a big Lego sculpture, with a large Madeline and Babar sitting on top of it. People come in when they see our windows, and once they're in they see what else we have."

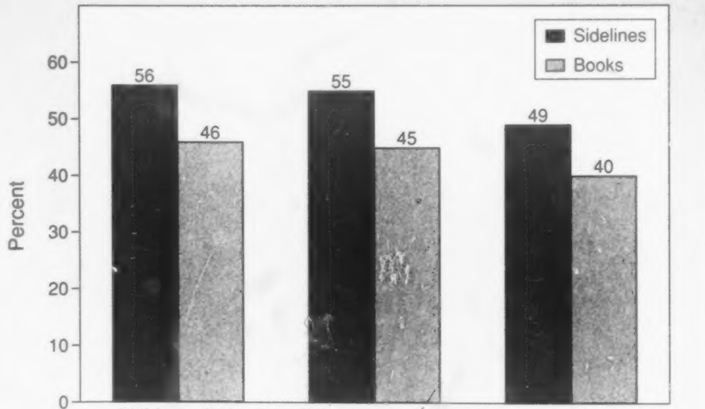
Sidelines are a boon for parents and booksellers alike when it comes to choosing gifts. Booksellers can increase sales by suggesting book/toy or book/game combinations, and parents like the idea of adding something complementary to a book. Amy Sternberg of Kidsense in Minneapolis, Minn. points out, "For the parents and kids who come in for birthday gifts, they'll pick up something little to put on top of a book. A lot of kids feel that for a birthday they either want or should give a toy, so if they get a book, a toy can go with it."

Margins and Turnover

But booksellers also love to sell sidelines because they are *profitable.* "I always think it's the toys that help keep me in business," states Shirley Mullin from Kids Ink. While not all of her bookselling colleagues would go that far, all appreciate the extra revenue; sidelines are sold net priced, and retailers routinely double the invoice price. Sandi Gurowski, owner of The Children's Pages in Winooski, Vt., for one, believes that sidelines are sold in children's stores only because of those added profits. "They have better margins and that's why booksellers choose to stock them," she says. "Otherwise I think we'd all be purists." But Judy Roach from the Village Toy Shoppe in Fairport, N.Y., a children's gift shop that carries both toys and books, says that the difference in margins makes it "much more profitable to sell sidelines. We wouldn't wish to be in the book business."

Those who *are,* however, point out the major disadvantage to sidelines: they are sold nonreturnable. As Joan Hulburt of Wit and Wisdom in Cleveland puts it, "When you own them, you own them." To make a decent profit selling them, then, booksellers must stay on top of what is moving, so that strong-selling sidelines get reordered and slower ones don't. "The profit margins are better than books," notes Andy Pickard, co-owner of Main Street Kids Book Company in Bellevue, Wash.,"but only as long as we keep turning them over." Wit and Wisdom's Hulburt sells off unsuccessful sidelines at a sidewalk sale, a good way to get rid of stock but one that cuts into profit. Therefore, when adding new sidelines, booksellers are understandably cautious, not only for philosophical reasons and space considerations, but also for the risk of buying nonreturnable.

Average Price Markups for Sidelines and Books



Source: Cahners Research

However, slow turnover is only one factor in the decision by a store to discontinue a sideline. Barbara Thomas, co-owner of Toad Hall Children's Bookstore in Austin, Tex., no longer carries many bookplates or bookmarks, saying, "So many stores carry them that they're not unique." She also doesn't stock games and puzzles, because there are several toy stores nearby. Mona Albertine of Jabberwocky Children's Bookstore in Fredericksburg, Va., stopped carrying some items because they were too expensive, and others (toys for young children) because of low demand.

For Tina Moore of The Blue Marble, shrinkage played a part in her decision to stop stocking some sidelines. "We used to carry a lot of little things, such as pocket games," she recalls. "But they're harder to prevent being pilfered. Some wooden games we carried were boxed so that anyone could open them; they suffered quite a bit from losses due to opened packages. We do better with larger items that are sealed up."

There are often specific reasons booksellers discontinue specific items: Gwynne Spencer at trespassers william no longer stocks locally produced wooden toys because the margins were too low; Marcia Derse of The Reading Railroad dropped wrapping paper because her store provides gift wrapping as a free service; Todd Horst of Whizkids Books and Toys gave up easels because "they took up too much room and were a big bother." And many booksellers say they have dropped items that are not book-related, as they have refined their store's focus.

[Continued on page 56]

'No Longer a Sideline'

Audiotapes are a major component of most children's bookstores' inventory, and many booksellers, like Gwynne Spencer, consider audio a "standard part of my stock, not a sideline." Cathy Stauffer of Choo-Choo! Children's Books and Toys in Memphis, Tenn., says that tapes are important because "they round out the assortment, even though they are only about 5% of my business." Even those who still regard audio as a sideline say that audio is a growing area in their store; at Whizkids Books and Toys, the audio section is increasing by 50% a year, surpassing the growth rate of the store.

Music tapes sell better than spoken word, booksellers report. The tapes mentioned most often are those by Raffi (the hands-down winner), Joe Scruggs, Tom Chapin and the For Our Children collection. Todd Horst at Whizkids is pleased at how many "good musicians are doing music for kids, like Doc Watson, Maria Muldaur and Pete Seeger." And Sandi Gurowski of The Children's Pages offers a tip: "The key to selling the music tapes is to play them all the time, and offering to play one for a customer. If you have the sample tape and play it for the customer, you will sell the tape."

In the spoken-word category, opinion is divided as to whether book-and-tape packages sell better than story tapes alone. For Tina Moore at The Blue Marble, tapes alone sell better, "but that's because I don't tend to recommend the packages. If I'm selling a book, I'll sell the book itself. I'm more likely to recommend a book or a music tape alone." Dolores Kunath, owner of Dragon's Tale Children's Bookstore in Erie, Pa., says that in her store, tapes alone sell better than book-and-cassette packages; she believes that the packages are "too expensive." But for Amy Sternberg of Kidsense, the packages are more successful. "Just the audio is a little harder to sell. I think the packages are a perceived value—you're getting two things in one."

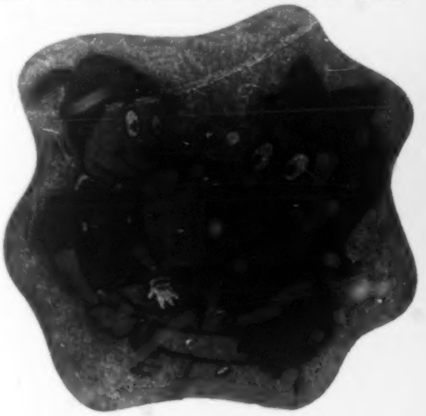
Pros and Cons of Video

Where there is near unanimity on the value of audio, store owners are much more divided over the issue of whether to stock videos. It cuts to the heart of what booksellers consider their mission: to encourage reading. "I'm anti-video," states Dolores Kunath of Dragon's Tale, "because I try to sell books. My clientele are book people, not video people. We're promoting reading, and videos promote TV watching." Barbara Andrews, owner of Whippersnappers in Laramie, Wyo., doesn't carry video either, for several reasons. "I don't have a good enough sense of what people really want," she admits. "And they are an expensive item to invest in."

Speaking for many of her colleagues who do stock them, Jo Michalski of Once Upon a Time says she tries to "concentrate on videos that relate to children's books." For her, video sales used to be flat but are now growing, and she is devoting more space to them. Others, however, have scaled back their video sections because sales are slow and margins are lower.

The most common solution, among the booksellers we polled, is to carry only a small selection, perhaps 20 titles, of the steady sellers: Raffi concerts, Dr. Seuss, Sesame Street, Richard Scarry and Babysongs. Several of the stores carry Weston Woods' line of Children's Circle videos; according to Jo Michalski, "It took them a while to take off, but they're growing. We like them because they really tie into books. It makes them easier to market."

The Reading Railroad's Marcia Derse makes sure that her selection of videos is "different from what they have in the video store. The only crossover I've seen is that we both carry Hap Palmer videos." Another dilemma is whether to stock Disney videos. Evelyn Carver, co-owner of Kids Books Ltd. in Greensboro, N.C., votes no. "We don't carry them because you can buy them anywhere, and the big discount places can beat you in price."



Rosemary Meyer of The Children's Bookshop in Lenexa, Kans., stocks only the *Once Upon a Potty* video, saying, "We'd like to expand our video inventory, but everyone we've asked says they're very slow movers." But Kidsense's Amy Sternberg offers advice and encouragement on this issue. "I think a lot of booksellers have problems selling videos because they think videos don't fit. By choosing wisely you can find quality videos that kids like, that parents appreciate and that booksellers won't feel that they're at cross purposes with what they're trying to do. The profit margin isn't much, but it's another reason for people to come into your store."

As more and more sidelines become available, it falls to children's booksellers to select carefully. New offerings can attract new customers and contribute to the bottom line, but booksellers will continue to be challenged to remain true to their primary purpose. As Gwynne Spencer at trespassers william observes, "You can sell what you love. If you don't love it, you shouldn't have it in your store." ☐

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James Reilly, Lori Shor

ASSISTANT TO THE PUBLISHER
Esther Reid *(212) 463-6812*
EDITORIAL INQUIRIES: *(212) 463-6758*

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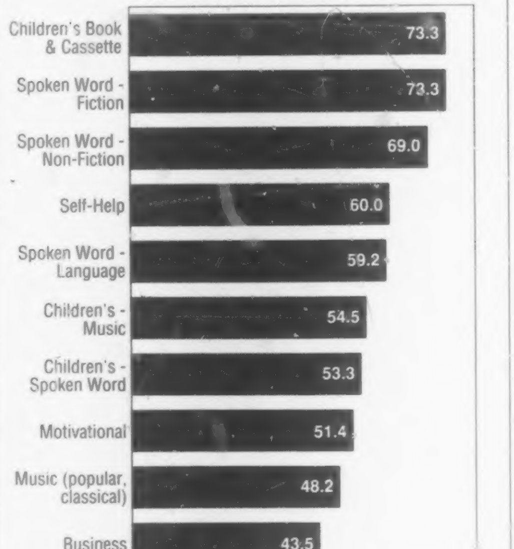
Indeed, Hunt "couldn't be more pleased" to be a part of Ten Speed: "Their commitment to quality and reputation for success—in addition to the new source of capital—will be a tremendous asset to us," he says. "The joy in our relationship with them just keeps building." Hunt is particularly pleased with the level of support Ten Speed provides for its titles and authors and the editorial freedom the company has afforded Audio Literature: "They said from the beginning that they didn't want to change our editorial policies, and they've remained true to their word. They're backing us 100%." ☐

PW Survey Results Show Strong Audio Market

The results of a recent study of the audio market conducted by *Publishers Weekly* shows a growing commitment to audio product among both bookstores and libraries. The study explored the percentage of bookstores and libraries currently carrying audiotapes; the numbers and types of audiotapes carried within each category; the percentage breakdown of titles (i.e., adult vs. children's, abridged vs. unabridged); percentage of budget and amount of space devoted to audiotapes; and criteria used in selecting new titles.

Of the bookstores surveyed, 76% carry audiotapes, with 2% planning to carry audio within the next 12 months. Children's book/cassette packages (73%), spoken-word fiction (73%) and spoken-word nonfiction (69%) were mentioned most often as the types of audiotapes stocked by bookstores. Spoken-word fiction (40%) and self-help (17%) were mentioned most often by bookstores as genres/categories that sell well.

TYPES OF AUDIOTAPES CARRIED BY BOOKSTORES



Cahners Research

According to the the survey, bookstores carry an average of 380 audio titles, the majority of which are in the music, spoken-word fiction, spoken-word nonfiction and subliminal categories. On the average, bookstores carry four copies of each title.

Of the 43% of bookstores planning to increase the number of audio titles carried over the next 12 months, spoken-word fiction (51%) and music (14%) were mentioned most often as the areas in which they expect the greatest increases.

Among other highlights of the survey: bookstore respondents indicated that an average of 73% of their audio stock is adult titles and 27% is children's. An average of 24% of these bookstores' spoken-word audio titles are unabridged titles and 76% abridged; however, 12% of the bookstores expect this breakdown to change over the next 12 months as unabridged titles gain in popularity.

The five most important selection criteria for bookstores are: author's reputation, content, quality of production, retail price and appearance on bestseller lists. Bookstores purchase an average of 56% of their titles through wholesalers/distributors, 43% through publishers and 1% through other sources.

In general, bookstores devote an average of 40 square feet to audiotapes (4% of total store space); 20% plan to increase the amount of space devoted to audio by an average of 34% within the next 12 months.

As for libraries, 83% of those surveyed currently carry audiotapes. Spoken-word fiction (84%), spoken-word nonfiction (84%) and spoken-word language (80%) were mentioned most often as the types of audio titles libraries carry; most often requested by patrons are spoken-word fiction (46%), mystery (26%) and self-help (19%). Along with children's titles, these categories were also mentioned most often as the ones in which libraries would like to see more titles available.

Respondents also indicated that 72% of their current collection of tapes is adult titles and 28% is children's tapes. In general, 43% of audio titles in libraries are unabridged and 57% are abridged; however, like bookstores, they expect that breakdown to change as unabridged titles increase.

In selecting titles, libraries consider factors such as quality of production, patron requests, content, author's reputation and price as the most important criteria. Overall, they purchase an average of 24% of their audio titles from publishers, 74% from wholesalers/distributors and 2% from other sources.

Of the libraries surveyed, 93% plan to purchase audiotapes in 1991, devoting an average of 6% of their materials purchasing budgets to audiotapes (8% for larger libraries).

—J.T.

Please send all correspondence for Audio/Video Plus to: Joanne Tangorra, Audio/Video Editor, 362 Partridge St., Albany, N.Y. 12208; (518) 482-8257.

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Paul Walker (212) 463-6604

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Lynn Myers (212) 463-6811
Jane Belostock (212) 463-6797
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MIDWEST
Matthew Hurley (708) 390-2917
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
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WEST
Jim Levitt (818) 764-5101
Lorna Campbell
11921 Vose Street
North Hollywood, Calif. 91605
FAX: (818) 982-6287

SOUTH
Robin Mays (404) 955-6500
Cahners Publishing Company
6520 Powers Ferry Road, Suite 395
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CANADA
Claude Choquette (514) 348-3236
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Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti 33-1-42-22-85-33
80 Rue des Saints Peres
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ITALY
Donatella Barbieri
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I-20121 Milano, Italy
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JAPAN
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Esther Reid *(212) 463-6812*
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California Lowers Rates On Worker's Compensation

After a long campaign led by the Northern California Booksellers Association, the California Worker's Compensation Insurance Rating Bureau has concluded that the state's retail bookstores meet the criteria necessary to establish a new—and lower—rating classification.

As of January 1, 1992, all California bookstores—from the smallest mom-and-pop enterprise to the large chains—will be eligible for the new rates. Later this month, the California Insurance Commission will announce what the reduction will be but, according to the preliminary announcement, the rate is expected to be 22% lower.

The state has defined a bookstore as a place of business where the sale of books and magazines equals or exceeds 75% of the gross receipts and where not less than 75% of the square footage is devoted to books and magazines.

Five years ago, Gary Frank, owner of the Booksmith in San Francisco and chair of the NCBA's membership committee, approached the Rating Bureau, where a spokesperson told him that he was taking the risk that bookstores might, in fact, receive a higher rating and that the NCBA should first consult its membership.

After polling Bay Area booksellers, the NCBA encouraged its members to sign up with a private insurance company under the auspices of a "safety group," where businesses bunch together so that their worker's comp benefits accrue jointly and thus earn higher dividends. The NCBA originally planned to wait a year and look at those more official results, but then decided to approach the Rating Bureau once again. The Bureau did its own official study and determined that California bookstores, as a group, suffered 22% fewer claim payouts than other retail businesses.

In the past, bookstores classified within the general category of "retail sales" paid $5.71 for every $100 of payroll. For a medium-sized bookstore that grosses $1 million a year and has a staff of 20—10 who work on the floor and 10 clerical staff—the savings may be as high as $1 for every $100 of payroll.

Frank said, "This is great for the NCBA and great for booksellers of all sizes across the state. Hopefully our success will push other regional bookseller associations to look at their states' worker's compensation rates." —LISA SEE

AAP Sales Report for July

Category	% change, July	% change, YTD
Adult hardcover	-6.5	6.1
Adult paperback	43.8	10.9
Juvenile hardcover	2.5	-2.1
Juvenile paperback	41.2	10.2
Univ. pr. hardcover	23.3	8.9
Univ. pr. paperback	13.4	11.8
Bibles, etc.	52.1	33.1
Mass market paperback	-23.1	2.1
Book club	10.6	8.4
Mail order	13.8	5.0
Sci-tech	7.0	2.4
College texts	5.0	0.3
School texts	8.2	5.2

**Percent changes measured against same time periods, 1990.*

IRA Firebombs London Bookstore

British booksellers, already victims of attacks connected with the furor over Salman Rushdie's *The Satanic Verses*, may now face a threat from the Irish Republican Army. The IRA claimed responsibility for a firebomb placed in a bookstore in London's Charing Cross Road, opposite Foyle's and near a large number of other well-known bookstores. The device was found before it had done any damage by an alert assistant at Book Bargains on the evening of August 31.

Philip Weatherburn, managing director of a chain of nine Book Bargains stores specializing in upmarket promotional and remainder books from Britain and the United States, told *PW* a staff member spotted a container the size of a Sony Walkman on the floor behind a set of bookshelves. The manager immediately contacted the police, who found that it was a device similar to others, again claimed by the IRA, found recently in a public house a short distance away, on a London subway train and at a rail station in Preston, Lancashire. The igniter had apparently gone off, said Weatherburn, but the substance hadn't burned.

Although bookstores in Northern Ireland have been the subject of IRA attacks, it is believed to be the first time that a bookstore elsewhere in Britain has been targeted. —VIVIENNE MENKES

Patrick Wright Leaves Penguin To Be CEO at Hodder & Stoughton

Hodder & Stoughton, one of the largest remaining independent publishing houses in Britain and one that was forced to fire a large number of employees earlier this year, has appointed Patrick Wright, formerly group director, sales and marketing and director of international development at Penguin Books, to the post of chief executive. He will report to chairman Philip Attenborough.

Attenborough has combined the roles of chairman and CEO of the 120-year-old family company since 1975, when the business was considerably less than half the size it is today.

"The time has come to separate those roles," he told *PW*. He stressed that the appointment was the final stage in a restructuring that led in March to the loss of 120 jobs, 20% of the workforce, at a time when the recession compelled many British houses to shed staff.

Of the two final candidates for the post, "both outstanding," one was a publisher, one from outside the industry. Attenborough commented: "I'm very pleased that a publisher got the job." He described Wright as "one of the straightest people, best-rounded publishers and clearest thinkers I know" and praised his "very strong leadership qualities."

Wright, who will join Hodder September 30, spoke of "a wonderful opportunity with a company of great distinction." Acknowledging that "the times are very difficult and have thrown up problems for the whole industry that have to be addressed and solved," he sounded an optimistic note: "The future, I'm convinced, is full of promise."

Since the body of experience he built up internationally during what he described as "23 extremely happy years at Penguin" clearly cannot be matched by anyone else, he will not be replaced. Instead, managing director Trevor Glover told *PW*, there will be "a closing of ranks. Patrick built a very strong team—it is his legacy to us." Glover added: "We've been very close colleagues, working together for 21 years, the latest four particularly closely, sometimes in arduous circumstances."—V.M.

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CONTRACTS COORDINATOR
Paul Walker *(212) 463-6604*

NORTHEAST
Lynn Myers *(212) 463-6811*
Jane Belostock *(212) 463-6797*
Patricia Fiore *(212) 463-6809*
John V. Turner *(212) 463-6784*

MIDWEST
Matthew Hurley *(708) 390-2917*
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX: *(708) 635-0929*

WEST
Jim Levitt *(818) 764-5101*
Lorna Campbell
11921 Vose Street
North Hollywood, Calif. 91605
FAX: *(818) 982-6387*

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Title Output In 1990 at Record Low

Trade paper and technical categories drastically down; prices move slightly upward

BY CHANDLER B. GRANNIS

American book output in 1990 totaled 44,218 titles, a 17.2% drop from the 1989 figure of 53,446, according to R.R. Bowker data compiled in cooperation with the Library of Congress (Table 1). The 1990 figure was the lowest recorded by Bowker since 1980 (News, Sept. 6).

A partial recovery of the output level is predicted for 1991 by Beverly Lamar, managing editor of Bowker's *American Book Publishing Record/Weekly Record*, who has prepared the figures incorporated into the charts below. On the basis of titles listed up to August 31, 1991 in the *Weekly Record* and in *Paperbound Books in Print*, she foresees a possible 1991 title count "in the high forties."

While 1990 book output was declining, average prices of many books were edging upward in many areas.

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

	1988	1989 FINAL				1990 FINAL			
CATEGORY	ALL HARD & PAPER	HARD & TRADE PAPER			ALL HARD & PAPER	HARD & TRADE PAPER			ALL HARD & PAPER
		Books	Editions	Totals		Books	Editions	Totals	
Agriculture	666	464	94	558	562	395	83	478	479
Art	1,602	1,358	202	1,560	1,569	1,016	117	1,133	1,145
Biography	2,250	1,855	261	2,116	2,193	1,600	217	1,817	1,875
Business	1,647	1,163	386	1,549	1,569	824	267	1,091	1,107
Education	1,113	871	164	1,035	1,054	812	151	963	978
Fiction	5,564	3,131	182	3,313	5,941	2,544	163	2,707	5,562
General Works	2,475	1,937	331	2,263	2,332	1,341	244	1,585	1,629
History	3,260	2,093	438	2,531	2,563	1,724	338	2,062	2,090
Home Economics	1,057	740	161	901	949	560	114	674	718
Juveniles	4,954	4,867	170	5,037	5,413	4,384	237	4,621	5,054
Language	628	454	118	572	586	452	132	584	601
Law	1,343	802	292	1,094	1,096	577	224	801	804
Literature	2,272	1,988	281	2,269	2,298	1,720	196	1,916	1,944
Medicine	3,900	2,765	653	3,418	5,437	2,349	516	2,865	2,896
Music	329	306	67	373	375	224	54	278	285
Philosophy, Psychology	1,955	1,652	298	1,950	2,058	1,292	192	1,484	1,605
Poetry, Drama	1,270	1,053	64	1,117	1,128	788	36	824	828
Religion	2,746	2,306	269	2,575	2,586	1,857	248	2,105	2,118
Science	3,743	2,698	574	3,272	3,288	2,120	435	2,555	2,564
Sociology, Economics	8,247	6,907	1,005	7,912	7,971	5,838	787	6,625	6,675
Sports, Recreation	1,099	801	142	943	1,077	664	108	772	908
Technology	2,694	2,196	477	2,673	2,690	1,528	361	1,889	1,903
Travel	669	515	173	688	901	324	97	421	450
Total	55,483	42,922	6,802	49,724	53,446	34,933	5,317	40,250	44,218

NOTE: Figures for mass market paperbound book production are based on entries in R.R. Bowker's *Paperbound Books in Print*. Other figures are from the *Weekly Record (American Book Publishing Record)* database.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1988	1989 FINAL			1990 FINAL		
	TOTALS	NEW BOOKS	NEW ED'NS	TOTALS	NEW BOOKS	NEW ED'NS	TOTALS
Fiction	481	413	145	558	265	105	370
Nonfiction	16,610	13,083	2,972	16,055	10,315	2,341	12,656
Total	17,091	13,496	3,117	16,613	10,580	2,446	13,026

Among changes recorded in Table 1, total output of fiction in all formats dropped 6.4%, children's books by 6.6%, science titles by 22%, technology by 29.3%, sociology/economics by 16.2%, and medical titles by 46.7%.

Trade (other than mass market) paperbacks, Table 2, total 13,026, a 21.6% drop, and include a 33.7% falling off in fiction.

Mass market paperback output, Table 3, shows increases of 6.6%.

Titles imported in 1990 (Table 4) declined by 21.2% and translations (Table 5) by 31.6%.

Table A, hardcovers at all price levels, shows an average price per volume of $41.85, a 3.1% increase over 1989. Table A-1, eliminating prices of $81 or more, shows an average price of $31.47, a 4.6% rise.

Mass market paperback prices (Table B) increased by 5.8% to $4.57 average price per volume; fiction came to $4.15 per volume and children's books to $3.56.

Trade paperback prices, at $17.29 average per volume (Table C), remained virtually unchanged overall, but the fiction average rose 11%, to $10.95.

In compiling Table D, based on *Publishers Weekly* Fall announcement issues, we noticed an increasing tendency to price books in round numbers—e.g., $20 instead of $19.95.

Each of the 23 standard subject groups used here represents one or more specific Dewey Decimal Classification numbers, as follows:

Agriculture, 630-639, 712-719; Art, 700-711, 720-779; Biography, 920-929, B; Business, 650-659; Education, 370-379; Fiction; General Works, 000-099; History, 900-909, 930-999; Home Economics, 640-649; Juveniles; Language, 400-499; Law, 340-349; Literature 800-810, 813-820, 823-899; Medicine, 610-619; Music, 780-789; Philosophy, Psychology, 100-199; Poetry, Drama, 811, 812, 821,822; Religion, 200-299; Science, 500-599; Sociology, Economics, 300-339, 350-369, 380-399; Sports, Recreation, 790-799; Technology, 600-609, 620-629, 660-699; Travel, 910-919. □

TABLE 3

MASS MARKET PAPERBACKS

CATEGORY	1988 FIN.	1989 FIN.	1990 FIN.
Agriculture	3	4	1
Art	15	9	12
Biography	67	77	58
Business	12	20	16
Education	15	19	15
Fiction	1,956	2,678	2,855
General Works	54	64	44
History	23	32	28
Home Econ.	73	48	44
Juveniles	307	376	433
Language	12	14	17
Law	4	2	3
Literature	34	29	28
Medicine	38	29	31
Music	1	2	7
Philosophy, Psychology	95	108	121
Poetry, Drama	46	11	4
Religion	17	11	13
Science	9	16	9
Sociology, Economics	63	59	70
Sports, Recreation	132	134	136
Technology	28	17	14
Travel	17	13	29
Total	3,021	3,722	3,968

TABLE 4

IMPORTED TITLES

HARD & TRADE PAPER ONLY

CATEGORY	1988 TOTALS	1989 FINAL BOOKS	1989 FINAL ED'NS	1989 FINAL TOTALS	1990 FINAL BOOKS	1990 FINAL ED'NS	1990 FINAL TOTALS
Agriculture	129	90	14	104	60	16	76
Art	154	110	18	128	60	8	68
Biography	190	130	14	144	93	7	100
Business	194	135	17	152	100	18	118
Education	239	221	11	233	203	14	217
Fiction	287	103	16	119	81	12	93
General Works	372	298	24	322	220	27	247
History	509	324	52	376	253	39	292
Home Econ.	36	23	8	31	9	3	12
Juveniles	104	91	10	101	89	6	95
Language	206	162	20	182	165	16	181
Law	191	126	32	156	96	31	127
Literature	330	263	10	275	207	17	224
Medicine	779	625	87	712	478	56	534
Music	74	73	5	78	41	11	52
Philosophy, Psychology	275	331	17	348	251	10	261
Poetry, Drama	224	134	13	147	98	7	105
Religion	162	151	22	173	148	22	170
Science	1,396	1,067	120	1,187	848	113	961
Sociology, Economics	1,825	1,464	111	1,575	1,170	71	1,241
Sports, Recreation	97	81	13	94	53	4	57
Technology	897	550	88	638	443	56	499
Travel	52	33	6	39	29	3	32
Total	8,626	6,587	728	7,315	5,195	567	5,762

TABLE 5

TRANSLATIONS INTO ENGLISH

HARD & TRADE PAPER ONLY

	ARABIC	CHINESE	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTALS
1985 Final	8	27	17	40	5	416	369	29	92	59	30	13	182	86	28	15	N/A	1,412
1986 Final	29	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,791
1987 Final	33	39	24	45	3	580	486	45	115	65	38	16	245	130	36	9	N/A	1,908
1988 Final	27	34	23	49	5	570	501	45	129	95	43	12	256	162	47	14	N/A	2,012
1989 Final	45	26	49	33	3	442	453	56	142	84	38	12	251	121	36	12	N/A	1,893
1990 Final	26	43	23	36	8	371	236	34	76	76	33	7	174	117	29	5	N/A	1,294

NOTE: "Total" covers only the languages listed here.

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES

CATEGORY	1977 PRICES	1988 PRICES	1989 FINAL VOLS.	1989 FINAL $ TOTAL	1989 FINAL PRICES	1990 FINAL VOLS.	1990 FINAL $ TOTAL	1990 FINAL PRICES
Agriculture	$16.24	$49.36	387	$19,801.59	$51.05	341	$18,891.08	$55.40
Art	21.24	39.96	941	47,332.14	50.30	704	29,381.77	41.74
Biography	15.34	25.99	1,485	40,598.34	27.34	1,296	37,519.31	28.95
Business	18.00	37.51	922	34,979.57	37.94	702	31,714.63	45.17
Education	12.95	33.55	534	20,086.59	37.62	537	20,829.65	37.80
Fiction	10.09	17.63	2,236	41,781.74	18.69	1,845	36,778.50	19.93
General Works	30.99	50.35	1,257	62,514.63	49.73	981	53,374.92	54.41
History	17.12	33.44	1,747	66,292.25	37.95	1,370	49,976.40	36.48
Home Economics	11.16	21.38	458	10,153.64	22.17	340	8,174.18	24.04
Juveniles	6.65	11.79	4,040	52,548.78	13.01	3,625	47,467.04	13.09
Language	14.96	40.42	297	14,063.96	47.35	297	12,943.10	43.58
Law	25.04	50.85	767	44,960.01	58.62	546	31,016.47	56.81
Literature	15.78	30.85	1,421	46,522.81	32.74	1,260	45,115.42	35.81
Medicine	24.00	66.59	2,455	171,519.32	69.87	2,150	154,519.42	71.87
Music	20.13	36.95	254	10,600.63	41.73	185	7,681.10	41.53
Philosophy, Psychology	14.43	34.75	1,158	42,330.09	36.55	931	37,523.90	40.30
Poetry, Drama	13.63	28.02	574	17,863.46	31.12	469	15,135.22	32.27
Religion	12.26	26.73	1,082	30,426.32	28.12	922	28,805.57	31.24
Science	24.88	66.91	2,341	161,294.00	68.90	1,931	145,218.40	75.20
Sociology, Economics	29.88	37.25	4,987	205,761.97	41.26	4,320	181,325.73	41.97
Sports, Recreation	12.28	27.33	476	14,005.76	29.46	379	11,389.21	30.06
Technology	23.61	65.26	1,902	135,113.90	71.04	1,412	108,176.48	76.61
Travel	18.44	26.22	239	7,497.26	31.37	158	4,614.18	29.20
Total	$19.22	$39.00	31,960	$1,298,048.76	$40.61	26,701	$1,117,571.78	$41.85

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN $81

CATEGORY	1987 PRICES	1988 PRICES	1989 FINAL VOLS.	1989 FINAL $ TOTAL	1989 FINAL PRICES	1990 FINAL VOLS.	1990 FINAL $ TOTAL	1990 FINAL PRICES
Agriculture	$32.44	$32.43	310	$10,558.34	$ 34.06	271	$ 9,184.28	$33.89
Art	33.07	33.85	886	33,438.34	37.74	667	24,825.17	37.22
Biography	22.75	23.81	1,447	35,991.57	23.49	[illegible]269	32,261.36	25.42
Business	30.48	32.91	883	30,033.77	34.01	666	24,113.73	36.21
Education	29.37	32.03	524	19,142.64	36.53	524	19,025.70	36.31
Fiction	17.02	17.82	2,232	41,292.34	18.50	1,835	35,485.60	19.34
General Works	34.22	36.77	1,126	42,703.62	37.93	852	34,469.07	40.4[illegible]
History	29.58	30.71	1,701	54,367.25	31.96	1,328	44,748.89	33.70
Home Economics	[illegible]	21.06	454	9,807.64	21.60	335	[illegible].18	22.38
Juveniles	11.[illegible]	11.84	4,039	49,243.50	12.19	3,620	46,768.19	12.92
Language	33.26	35.06	262	9,106.61	34.76	262	9,007.42	34.38
Law	37.40	37.78	614	23,762.11	38.70	436	17,427.57	39.97
Literature	28.97	29.58	1,406	43,266.96	30.77	1,235	41,587.27	33.67
Medicine	38.33	49.79	1,684	67,723.14	40.22	1,[illegible]	59,238.01	41.34
Music	31.92	35.54	239	8,484.98	35.50	175	6,625.15	37.86
Philosophy, Psychology	31.48	32.78	1,117	37,307.54	33.40	870	30,954.09	35.58
Poetry, Drama	24.99	27.10	556	15,471.96	27.83	459	13,740.22	29.94
Religion	23.09	26.10	1,063	28,434.57	26.75	897	26,210.77	29.22
Science	43.02	51.86	1,944	71,545.04	36.80	1,265	57,698.24	45.61
Sociology, Economics	31.65	34.99	4,798	170,339.14	35.50	4,132	155,866.38	37.72
Sports, Recreation	23.32	24.45	469	12,852.26	27.40	376	10,961.71	29.15
Technology	41.68	53.45	1,337	59,084.88	44.19	928	42,833.83	46.16
Travel	24.45	24.87	231	6,156.26	26.65	157	4,479.18	28.53
Total	$28.96	$31.23	29,322	$880,114.46	$30.08	23,992	$755,010.01	$31.47

TABLE B

MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1988 PRICES	1989 FINAL VOLS.	1989 FINAL $ TOTAL	1989 FINAL PRICES	1990 FINAL VOLS.	1990 FINAL $ TOTAL	1990 FINAL PRICES
Agriculture	$ 4.32	4	$ 33.80	$ 8.45	1	$ 3.95	$ 3.95
Art	10.35	9	106.55	11.83	11	147.45	13.40
Biography	6.20	77	496.05	6.44	58	420.00	7.24
Business	7.55	20	178.50	8.93	16	125.75	7.85
Education	7.19	19	160.05	8.42	15	121.25	8.08
Fiction	3.97	2,628	9,924.15	3.78	2,855	11,579.99	4.05
General Works	6.92	64	450.75	7.04	44	302.45	6.87
History	6.56	32	203.70	6.37	28	174.[illegible]0	6.24
Home Economics	6.27	48	345.80	7.20	44	297.0[illegible]	6.75
Juveniles	3.18	376	1,197.85	3.19	433	1,543.25	3.56
Language	6.01	14	76.85	5.49	17	91.85	5.36
Law	4.59	2	13.90	6.95	3	19.85	6.61
Literature	5.44	29	176.85	6.10	28	180.60	7.09
Medicine	6.72	29	235.20	8.11	31	255.55	8.24
Music	2.95	2	13.45	6.73	7	102.65	14.66
Philosophy, Psychology	6.11	108	549.45	5.09	121	824.95	6.81
Poetry, Drama	3.29	11	59.80	5.44	4	24.35	6.08
Religion	4.76	11	69.60	6.96	13	90.45	6.95
Science	5.46	16	159.80	9.99	9	82.55	9.17
Sociology, Economics	5.82	59	369.00	6.24	50	344.45	6.88
Sports, Recreation	5.87	134	758.10	5.66	136	719.55	5.29
Technology	18.16	17	356.15	20.95	14	338.30	24.16
Travel	10.95	13	129.35	9.95	29	325.55	11.22
Total	$4.55	3,722	$16,063.15	$4.32	3,967	$18,134.68	$ 4.57

TABLE C

TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1977 PRICES	1988 PRICES	1989 FINAL VOLS.	1989 FINAL $ TOTAL	1989 FINAL PRICES	1990 FINAL VOLS.	1990 FINAL $ TOTAL	1990 FINAL PRICES
Agriculture	$ 5.01	$17.14	155	$ 2,556.62	$16.49	124	$ 2,119.78	$ 17.00
Art	6.27	15.65	585	9,985.51	17.07	409	7,192.16	17.58
Biography	4.91	11.12	601	6,863.59	11.42	491	6,387.09	13.00
Business	7.09	19.43	533	11,347.10	21.29	368	7,105.78	19.31
Education	5.72	15.64	461	8,667.37	18.80	406	8,955.71	22.00
Fiction	4.20	10.07	1,026	10,124.65	9.87	810	8,873.44	10.95
General Works	6.18	23.85	912	24,571.91	26.94	569	16,507.21	29.00
History	5.81	13.88	791	12,412.16	15.69	643	11,232.22	17.47
Home Economics	4.77	11.61	422	5,104.22	12.10	330	4,257.44	12.90
Juveniles	2.68	6.13	941	6,249.32	6.64	890	6,050.65	6.80
Language	7.79	15.50	231	4,163.03	18.02	268	4,418.37	16.49
Law	10.66	24.73	291	6,927.56	23.81	235	5,534.47	23.55
Literature	5.18	13.33	726	10,767.35	14.83	622	9,499.37	15.27
Medicine	7.63	19.74	841	18,713.70	22.25	655	14,980.33	22.87
Music	6.36	14.54	110	2,029.23	18.45	88	1,614.90	18.35
Philosophy, Psychology	5.57	13.72	723	10,890.87	15.06	539	7,995.15	14.83
Poetry, Drama	4.71	10.36	518	5,686.15	10.98	337	4,120.58	12.22
Religion	3.68	9.99	1,434	15,867.07	11.06	1,146	13,918.82	12.15
Science	8.81	23.76	744	20,191.75	27.14	567	15,746.55	27.77
Sociology, Economics	6.03	16.69	2,584	52,523.69	20.33	2,173	42,504.97	19.56
Sports, Recreation	4.87	12.26	446	5,957.84	13.36	384	5,132.40	13.37
Technology	7.97	23.93	678	19,419.82	28.64	443	13,096.27	29.56
Travel	5.21	11.73	442	6,944.90	15.71	262	3,422.25	13.06
Total	$5.93	$15.01	16,195	$277,965.41	$17.16	12,759	$220,665.91	$ 17.29

TABLE D

THREE CLOTH CATEGORIES—*PW* ANNOUNCEMENT FALL ADS

NOVELS*	AVG.	MED.
1991—148 vols./43 pubs.	$20.99	$19.95
1990—136 vols./35 pubs.	$19.84	$19.95
1989—187 vols./20 pubs.	$15.88	$13.95
1988—209 vols./39 pubs.	$18.48	$18.95
1987—198 vols./42 pubs.	$17.90	$16.95
1986—305 vols./53 pubs.	$17.13	$16.95
1985—219 vols./49 pubs.	$16.[illegible]3	$16.95

*Not Mystery, Western, SF, Light Romances

BIOGRAPHY**	AVG.	MED.
1991—129 vols./63 pubs.	$25.83	$22.95
1990—135 vols./62 pubs.	$26.04	$24.95
1989—133 vols./61 pubs.	$22.64	$19.95
1988—132 vols./55 pubs.	$25.29	$22.50
1987—115 vols./64 pubs.	$25.30	$19.95
1986—125 vols./53 pubs.	$22.28	$19.95
1985—137 vols./60 pubs.	$22.09	$19.50

**Includes Letters, Diaries, Memoirs

HISTORY***	AVG.	MED.
1991—114 vols./43 pubs.	$30.84	$24.95
1990—153 vols./62 pubs.	$28.79	$25.00
1989—151 vols./71 pubs.	$28.92	$22.50
1988—154 vols./68 pubs.	$27.17	$24.95
1987—182 vols./66 pubs.	$27.05	$24.95
1986— 73 vols./24 pubs.	$28.99	$24.95
1985—179 vols./70 pubs.	$24.25	$25.00

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FAX-(212) [illegible]
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MIDWEST
Matthew Hurley *(708) 390-2017*
Cahners Publishing Company
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P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX: *(708) [illegible]*

WEST
Jim Levitt *(818) 784-5101*
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11921 Vose Street
North Hollywood, Calif. 91606
FAX: *(818) [illegible]*

SOUTH
Robin Mays *(404) 955-6500*
Cahners Publishing Company
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX: *(404) [illegible]*

CANADA
Claude Choquette *(514) 369-2236*
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C.P. 596, Station N
Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti *33-1-42-22-85-33*
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75007 Paris, France
TELEX: [illegible] F BOOLOB

ITALY
Donatella Barbieri
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I-20121 Milano, Italy
TELEX: [illegible] FAX: [illegible]

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ENGLAND
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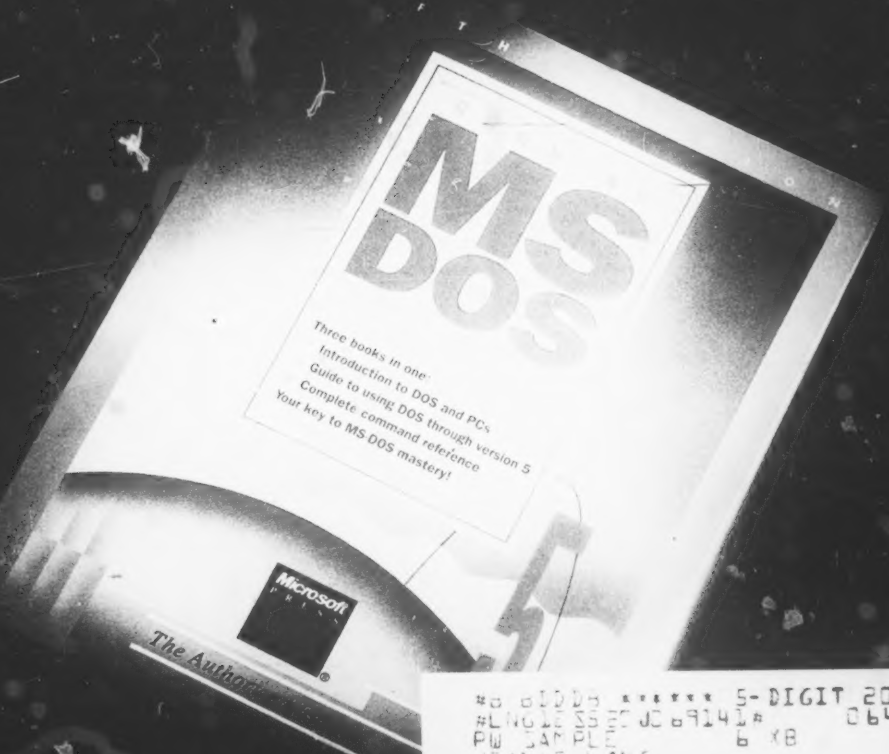
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Videos in Bookstores Growing, 'PW' Survey Shows

The video market in bookstores and libraries is showing steady growth, according to a survey sponsored by *Publishers Weekly*, which recently released the findings of similar report on the audio market (see Audio / Video Plus, Sept. 6).

Among booksellers, the study sought to determine such factors as the percent of bookstores currently carrying videocassettes; the types of videocassettes carried and the number of titles carried within each category; bookstore sales of videocassettes in 1990; the percentage breakdown of video sales; types of children's videocassettes that bookstores carry and the number of titles carried within each category; selection process and information sources for video titles and releases.

According to *PW*'s findings, 30% of the booksellers surveyed carry videocassettes (36% of the larger and 25% of the smaller bookstores); of those, 42% said that their sales of videocassettes have increased over the past year. In addition, 49% reported that they maintain separate video sections and 43% cross-display videos with books.

Overall, booksellers indicated that 21% of their video sales are in theatrical videos (7% in foreign films) and 79% in special interest videos; half of their sales are generated from adult titles, half from children's.

In types and number of video titles carried, 72% carry children's product with an average of 23 titles; 29% carry documentary tapes with an average of 13 titles; 27% carry instructional and how-to videos with an average of 11 titles; and 21% stock exercise-related titles, averaging six titles. In addition, 19% of bookstores surveyed carry theatrical/popular titles with an average of 31 titles; 18% sell travel tapes, averaging 10 titles; and 16% stock theatrical/special interest videotapes, carrying an average of 19 titles.

Looking specifically at the children's category, one of the most popular for bookstores, the survey indicated that 63% of booksellers who carry children's video stock book tie-ins; 56% sell animated features (other than Disney); 49% carry activity videos (e.g., Wee Sing); 44% carry Disney tapes; 42% carry music videos; and 41% sell educational videos.

Bookstores purchase an average of 48% of their titles through wholesalers and 52% through publishers. In making their selections, 23% of the respondents indicated that subject area most influences the bulk of their video selections; 17% said customer requests most influence selections; and 11% indicated popularity of the titles as most important.

In general, booksellers see a promising future for video in their stores. Of the total respondents, 23% said that they plan to increase the amount of space they devote to videocassettes within the next 12 months by an average of 52%, or approximately 11 square feet (bookstores currently devote an average of 12 square feet to video, or about 2% of their total space). Moreover, 40% said they expect to increase the number of videocassettes carried over the next 12 months, with the greatest increase expected in the children's, music and instructional categories.

As for libraries, *PW* sought to determine the percentage of libraries that currently have video collections; library budgets for the purchase of videocassettes in this fiscal year and the change from the previous fiscal year; the percentage breakdown of video collections; types and number of children's titles carried; breakdown of video purchases; and selection criteria.

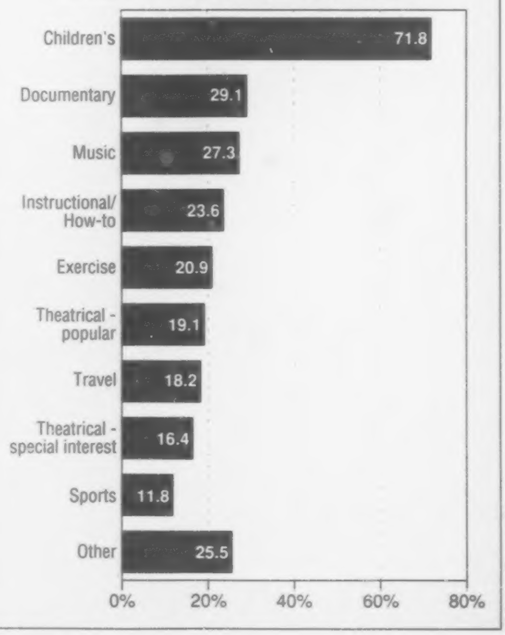
The findings of the survey reveal a healthy video market in libraries, with 84% of respondents indicating that their libraries have videocassette collections, averaging 988 titles. Expenditures on videocassettes in this fiscal year, however, dropped 9% from last year's average of $9675 to $8855. An average of 37% of titles carried by libraries are theatrical (4% are foreign films; 23% are independent films) and 63% are special-interest titles.

Of the total respondents, 84% said that their libraries have video sections; 70% catalogue their nonfiction videos; and 12% house specific video categories (such as how-to/instructional, children's tapes and documentaries) separately or interfile them with print material.

In breakdown by category of the libraries' special-interest video collections, children's tapes represent 29%; documentaries, 20%; instructional/how-to, 17%; travel, 9%; sports, 5%; music, 5%; and exercise titles, 5%.

In the children's category, the types of videocassettes most often carried are: animated features (other than Disney), 75%; Disney, 75%; educational, 71%; and book

TYPES OF VIDEOCASSETTES CARRIED BY BOOKSTORES



Cahners Research

tie-ins, 68%.

The libraries surveyed indicated that 67% of their acquisitions are made through wholesalers; 28% through publishers; 2% through retail outlets; and 3% through other sources. Of the total respondents, 58% said that more than one person is involved in video selections with the director (32%), librarian (14%) and AV librarian coordinator (11%) mentioned most often as the primary decision makers. As for selection criteria, subject area, price and patron requests dominate. Price (17%) was mentioned most often as influencing the bulk of video selection decisions.

Finally, regarding videocassette policies, libraries allow patrons to check out an average of four videos at a time; 14% charge patrons for loans, with most (84%) charging a fee of $1; and 45% allow patrons to reserve videocassettes. Of libraries surveyed, 67% use some type of security measure to prevent tape theft.

Poetry Magazine Debuts on Video

Poet Richard Wilbur appears in the first video issue of Off the Page.

Primo Donna Productions, a full-service video production company based in Fairfield, N.J., has launched a new poetry video magazine called *Off the Page* featuring a combination of poems, poets, commentary and interpretation. Produced three times a year, each edition of the magazine will showcase poets performing and discussing their work as well as a segment called "Famous Poets: Famous Actors" in which well-known actors read the work of celebrated poets. In addition, other well-established and emerging contemporary poets will read.

Featured in the first issue are poets Amy Clampitt, Louis Simpson, Richard Howard, Cornelius Eady and Carolyn Forché and former Poet Laureate Richard Wilbur (filmed on location at his farm in Cummington, Mass., where he reads and comments on his work). Also in the premier issue actor Tony Randall presents poems from Ogden Nash's food series, with each piece performed in a different setting—including a kitchen. Forthcoming issues feature poems by Robert Frost, Maxine Kumin and Howard Nemerov performed by actors including Jason Robards, Barbara Feldon and Christopher Reeve.

Off the Page is something of a departure for Primo Donna Productions, a highly specialized video production company that started out producing instructional and commercial videos—mainly about sports—and branched out into other areas. Conceived by Primo Donna editor-in-chief Norman Rose, an actor and theater producer as well as poetry aficionado, the video magazine is the company's first direct-sale venture.

Off the Page is meant to appeal to a wide range of poetry buffs, according to Jerry Chait, vice-president of the company and executive producer of the video magazine. "We created *Off the Page* to capture the full emotion of poetry. It's a unique video experience that's both enriching and entertaining, empowering poetry to transcend the written word." Moreover, he adds, "Everything is done on location, and the performer and poet are always looking directly at the camera, so its very intimate. Viewers have the chance to meet and understand today's poets as well as to hear their personal thoughts." In the first issue, for example, Simpson and Forché discuss their work and careers as poets.

Chait sees the market for *Off the Page* as consisting of both individual poetry lovers—those who, for example, subscribe to literary journals—and institutions such as schools and libraries. "If we can get a series of videos into high school and university libraries, they could serve as an excellent instructional tool for teachers and students," he says. Bookstores with video sections are another potential market, he adds.

In the meantime *Off the Page* will be available on an annual subscription basis and marketed via a direct-mail and advertising campaign. The first issue is available for a special introductory price of $29.95. —J.T.

Roth Resigns as Head of Simon & Schuster Audio

Daniel Roth has resigned his post as publisher of Simon & Schuster Audio, joining HarperCollins as vice-president of market development. Seth Gershel, formerly director of sales and marketing for Simon & Shuster Audio, has been promoted to the position of vice-president and publisher of the audio division, reporting to Irwyn Applebaum, president and publisher of Pocket Books.

Gershel will oversee all facets of Simon & Schuster's spoken-word audio operations, including title acquisition, production, marketing and distribution.

In making the annoucement, Jack Romanos, president of the Simon & Schuster consumer group, commented: "Seth was a pioneer in spoken-word audio publishing and has been instrumental in establishing Simon & Schuster as the industry leader in this format. After four years with Simon & Schuster as director of sales and marketing, he is uniquely qualified to help us expand audio both in traditional and non tradiational markets," he added.

Gershel began his career in audio publishing in 1982 as director of sales for Caedmon, and has been with Simon & Shcuster since 1987. He is also the president of the Audio Publishers Association, an industry trade group he helped to establish four years ago.

According to Gershel, who says he's "thrilled" with his new position, "We've done a good job of helping to grow the audio business and we plan to keep pushing forward. We see a lot of growth coming up for the industry and we plan to continue to be one of the leaders."

Recent releases from Simon & Schuster Audio include *The Star Trek 25th Anniversary Collection* on compact disc and Tom Clancy's *The Sum of All Fears*. Backlist titles such as *The Silence of the Lambs* and *The Burden of Proof* continue to be bestsellers. —J.T.

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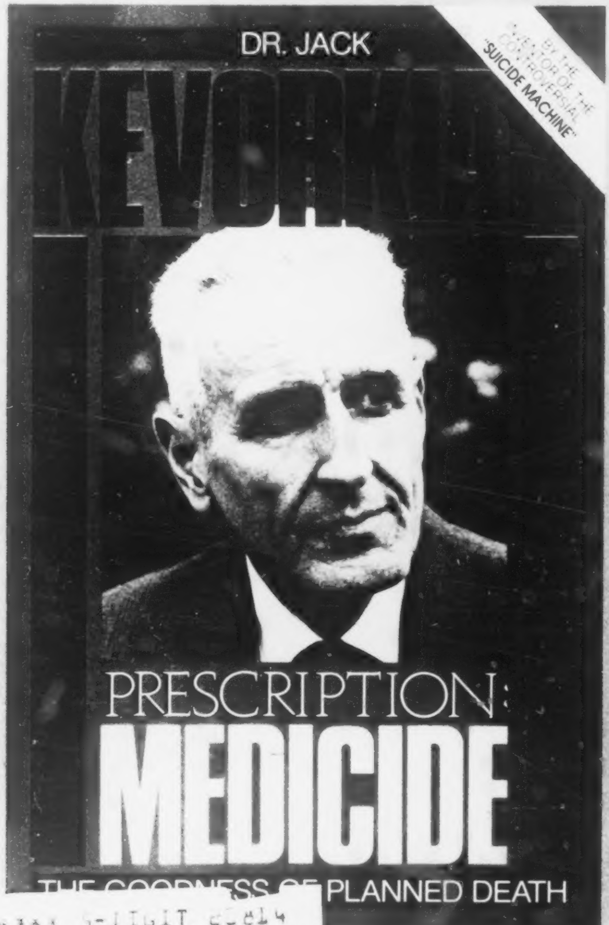

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Sequel Goes with the Wind Out of Stores

Demand for *Scarlett*, Alexandra Ripley's sequel to *Gone with the Wind*, was so strong that first-day sales at Waldenbooks and Barnes & Noble beat all company records.

At Ingram, *Scarlett* is "the highest demanded book we've ever had," Steve Little, senior vice-president of the book product group, said. Two weeks after publication date of September 25, Little said that demand is continuing and that the company will not be able to fill current backorders until the end of October at the rate inventory is arriving from the publisher.

Warner Books estimated that 500,000 copies of *Scarlett* sold nationwide in the first week after the book was put on sale. As of publication date, the company had 1 million copies in print and has since gone back to press twice for a total of 350,000 copies.

tional copies of the title.

Many booksellers across the country contacted by *PW* echoed the comments of Lois Mendenhall of the Happy Bookseller, Columbia, S.C., who sold 700 copies in the first week and said, "I've never seen a book sell so much so fast—not even Pat Conroy or Ferrol Sams, and that's saying a lot around here."

Mendenhall added that many of the people buying copies "have never been in this store before in their lives." At the same time, she added, "We've also sold it to a lot of our good literary customers."

Women seem to be the primary customers, according to booksellers. Betty Duding, whose store, Betty's Book Rack, Bartlesville, Okla., sold out its 100 copies in five days, said that only two men bought copies, both as gifts for their wives.

ABC News came to the Arcata Graphics plant in Fairfield, Pa., October 5, to film the production of Scarlett *from printing to finished book. Fairfield, to fulfill its final orders of 1,480,000 copies—1,350,000 for Warner and 130,000 for the book club edition—was printing 50,000 copies a day, which were then shipped directly to bookstores.*

AAP Sales Report for August

Category	% change, August*	% change, YTD
Adult hardcover	-2.5	4.8
Adult paperback	7.3	5.7
Juvenile hardcover	16.2	2.0
Juvenile paperback	19.6	11.7
Univ. pr. hardcover	-15.4	1.8
Univ. pr. paperback	17.8	14.1
Bibles, etc.	-7.3	24.9
Mass market paperback	18.9	3.1
Book club	-2.3	6.9
Mail order	-19.5	1.5
Sci-tech	0.9	2.4
College texts	0.0	-1.8
School texts	0.6	4.2

**Percent changes measured against same time periods, 1990.*

Elise White of Avenue Books, Berkeley, Calif., reported that the main buyers were "women of a certain age who delighted in reading the original and loved the movie and are buying *Scarlett* in an attempt to memorialize the original. We saw the same thing with Katherine Hepburn's *Me*. There's a similarity of buyers."

The many negative reviews of the book seemed to have little effect on sales, booksellers agreed. And in Greenwich, Conn., Just Books' owner Warren Cassell's decidedly negative opinion didn't sway customers. "A cross-section of people are buying the book," he said. "I tell them, 'You don't want to buy it,' and they buy it anyway." When asked why he tried to persuade customers not to buy, he answered, "We have credibility here."

Some booksellers complained about difficulties getting more copies of *Scarlett*. The Happy Bookseller solved this problem in part by buying out the entire stock of *Scarlett* that was on sale at a nearby warehouse club.

Booksellers indicated that they think *Scarlett* will continue to sell at a healthy rate and not drop off relatively quickly the way, for example, Kitty Kelley's *Nancy Reagan* did. "I can't see this trailing off until after Christmas," Donna Paz of Davis-Kidd Booksellers, Nashville, Tenn., said.

Atlanta was the focal point of the book in its first week of sale. On September 28, Ripley appeared for a signing at Rich's department store, which had scheduled her for three hours. Because of the crush of people (some arrived at 6 a.m., four hours before the store opened, with many rushing up down escalators to get to Ripley), the author stayed seven hours and signed over 3000 books, according to Faith Brunson, who coordinated the event for Rich's. The store sold 4200 copies of *Scarlett* in one day and 15,000 the first week.

Ripley also appeared at Oxford Books, signing at least 500 copies, according to Lillian Yeilding, head of publicity and promotions. Because the store had sold out most of its copies the previous day, Oxford sent trucks out to suppliers that morning to pick up enough copies for the signing.

Scarlett fever has spread to its prototype. For the first time in more than 50 years, *Gone with the Wind* is back on *PW*'s bestseller list, at #12.

—JOHN MUTTER, WITH REPORTING BY MARIA HEIDKAMP, MAUREEN O'BRIEN AND NATHALIE OP DE BEECK

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...Little Tree

Carter's true background. "I'm not saying the same man wrote this book; he may have changed. It certainly provides hope that maybe people can change."

Professor Carter continued, "He was one-eighth Indian, he was not an orphan. He grew up in a semi-rural southern family. His father was a cattleman and later a soft drink salesman. His mother was a conventional southern housewife. In no sense could Asa Carter be called culturally native American. He learned about Indian culture through research, through reading and talking to Indian friends. Presenting this book as autobiography cuts the threads of truth and turns history into another variety of fiction." Carter emphasized that the book was "not nonfiction. If the press wants to reissue the book as a novel, that's fine."

The Klansman

Noting the claims of Carter's widow, Professor Carter said Asa was in fact a member of the Ku Klux Klan, as well as the founder of a particularly extreme paramilitary unit of the group. "Asa Carter was not an ordinary segregationist; he was on the absolute fringes of violent segregationist thought. Other segregationists of the period denounced him as a fascist. His speeches are public record, you can look them up. It's nasty stuff."

However, Freide suggests that to write a book like *Little Tree* Asa Carter had to become a new man and therefore needed a new identity: "He always said he was a white man with Indian blood. I do not feel betrayed or hurt. I feel sad he didn't make it clear to me. I think he felt ashamed and guilty about his past so he tried to pretend it would go away. He was always unsophisticated and uncomfortable in society. I forgive him. He wanted to protect me and protect his publisher. I do forgive him."

—CALVIN REID

Profitability of Publicly Traded Firms Rebounds in 1990, Report Says

Profitability of publicly reporting book publishers rebounded in 1990, according to the ninth annual Communications Industry Report (1986-1990) released by investment bankers Veronis, Suhler & Associates.

Revenues of the 25 publicly traded firms examined in the report totaled $6.4 billion in 1990, 8.8% more than in 1989.

"The absence of major write-offs, which had substantially reduced the earnings of Harcourt Brace Jovanovich and Paramount in 1989, was the primary reason for 1990's improvement," according to president John S. Suhler, "although other companies posted gains as well."

The 25 firms accounted for approximately 75% of total estimated public and private U.S. publishing company revenues. Seven companies, each generating revenues in excess of $800 million, accounted for two-thirds of gross revenues of the segment covered: Paramount, Reader's Digest, Times Mirror, Pearson, HBJ, Maxwell and Bertelsmann.

Added to the companies examined in this year's report are Berlitz International, reporting figures for the first time, and Bertelsmann. Deleted are MCA (Putnam Berkley Group), acquired by Matsushita, which did not report results for MCA in 1990, and Time Warner. Since the major portion of Time Warner revenues is generated from magazines, Veronis, Suhler placed the company in that segment of its report on the communications industry.

25 Companies and How They Grew

	COMPANIES	'90 Revenue ($ mil.)	'90 Growth (%)	'86-'90 Compound Annual Growth (%)
1	Berkshire Hathaway (World Book)	342.9	1.3	4.7
2	Berlitz International	18.8	32.5	14.6
3	Bertelsmann A.G.(Bantam 'Doubleday Dell)	812.2	–1.4	17.5
4	Educational Development Corporation	4.8	24.8	13.3
5	Goodheart-Willcox	8.9	–6.0	5.2
6	Harcourt Brace Jovanovich	935.9	5.7	15.5
7	Houghton Mifflin	421.6	4.3	7.0
8	Maxwell Communication Corporation (Macmillan)	891.9	17.4	20.1
9	McGraw-Hill	550.7	10.2	12.6
10	Thomas Nelson	73.6	24.0	10.2
11	Paramount Communications (Simon & Schuster, Prentice Hall)	1,422.3	7.8	10.6
12	Pearson (Penguin, Addison-Wesley)	1,026.4	–5.8	NA
13	Plenum Publishing	52.0	9.3	8.1
14	Price/Stern/Sloan	35.8	–12.6	3.7
15	Quarto Group	63.9	8.0	48.9
16	Reader's Digest Association	1,220.3	12.3	NA
17	Reed International	586.2	–7.9	NA
18	William H. Sadlier	19.0	–1.3	2.6
19	Scholastic Corporation	374.6	25.0	20.1
20	Senior Service Corporation	10.0	12.6	NA
21	Times Mirror	1,070.7	11.5	16.2
22	Torstar (Harlequin)	294.2	12.0	7.2
23	Waverly Press	88.4	40.7	21.2
24	Western Publishing Group	371.6	–2.7	12.1
25	John Wiley & Sons	231.0	10.3	7.3
	GROSS TOTAL	**10,927.7**	**6.4**	**22.3**
	ADJUSTED TOTAL	**6,371.9**	**8.8**	**12.1**

Based on Veronis, Suhler & Associates' Communications Industry Report.

POSITIONS OPEN

ASSISTANT MARKETING MANAGER

Syracuse University Press, a scholarly, academic press, seeks a qualified professional to assist the Marketing Manager in a variety of areas, including preparation of promotional materials and catalogs, publicity, and direct mail. Will act as liaison with press sales representatives and arrange and participate in sales conferences. Direct involvement with sales policies, bookstore accounts, and developing new markets. Some travel. Requires Bachelor's Degree and excellent writing and communications skills. Word processor/computer skills highly desirable. Salary commensurate with experience. Application deadline: Novmeber 11, 1991. Send letter of application, résumé, list of references to: Office of Human Resources, Syracuse University, Skytop Office Bldg., Syracuse, NY 13244-5300. AA/EOE.

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GROVE PRESS, adult trade publisher, seeks seasoned person to oversee book design, typesetting and manufacturing process of 50-80 new titles and 100+ reprints per year. Knowledge of the editorial and production processes is vital, as well as 5 years of hands-on book production management experience including budgeting, estimating and scheduling. We offer a competitive salary and excellent benefits. Please send résumé to: Personnel, Grove Press, 841 Broadway, New York, NY 10003. No phone inquiries please.

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SALES OFFICES

249 West 17th Street
New York, N.Y. 10011
FAX-(212)-463-6653
TELEX-*127-703 RR BOWKER*

CONTRACTS COORDINATOR
Paul Walker *(212) 463-6604*

NORTHEAST
Lynn Myers *(212) 463-6811*
Jane Belostock *(212) 463-6797*
Patricia Fiore *(212) 463-6809*
John V. Turner *(212) 463-6784*

MIDWEST
Matthew Hurley *(708) 390-2917*
Cahners Publishing Company
1350 E. Touhy Ave.
P.O. Box 5080
Des Plaines, Ill. 60017-5080
FAX: *(708) 635-0929*

WEST
Jim Levitt *(818) 764-5101*
Lorna Campbell
11921 Vose Street
North Hollywood, Calif. 91605
FAX: *(818) 982-6387*

SOUTH
Robin Mays *(404) 955-6500*
Cahners Publishing Company
6520 Powers Ferry Road, Suite 395
Atlanta, Ga. 30339
FAX: *(404) 955-2585*

CANADA
Claude Choquette *(514) 348-3236*
The Rights Agency
C.P. 596, Station N
Montreal, Quebec H2X 3M6

FRANCE
Eliane Benisti *33-1-42-22-85-33*
80 Rue des Saints Peres
75007 Paris, France
TELEX: *205735 F BUXLOIS*

ITALY
Donatella Barbieri
Agenzia *00392-865445*
Letteraria Internazionale
Via Fratelli Gabba, 3
I-20121 Milano, Italy
TELEX: *323579*FAX: *0039-2-876222*

JAPAN
Tom Mori *03-230-4081*
Tuttle-Mori Agency
Fuji Building, 8F
2-15 Kanda Jimbocho
Chiyoda-ku, Tokyo
TELEX: *2324915 TUTMOR J*

SPAIN, PORTUGAL, AND LATIN AMERICA
Gloria Gutierrez,
Carmen Balcells *34-3-220-85-65*
Agencia Literaria
Diagonal 580
Barcelona, 08021, Spain
TELEX: *50459 COPT E*

ENGLAND
Flor Robson *44-1-628-7030*
Cahners, Ltd., 27 Paul St.
London, England EC2A4JU
TELEX: *9149111*;
FAX: [illegible]

SCANDINAVIA AND HOLLAND
Sven Gunnar Sarman,
Sarmans Forlag
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